In Memoriam: Laurel G. Case, MD

We are sad to tell of the recent death of Dr. Laurel Case, founding chairman of the OHSU Department of Family Medicine.

Dr. Case was born on October 24, 1921, in Little River, Kans. He was the second son of Ralph and Lela Case. He had one brother, Merle, who preceded him in death.

Laurel grew up in a rural farming community surrounded by a large extended family where church and community events molded his early years. He played football and sang in the choir during his high school years in Osage City, Kansas. He attended Hutchinson Junior College and Baker University in Kansas before joining the Navy in 1943. He served three years in the Medical Corps with active duty in the Aleutian Islands. Laurel completed undergraduate studies at Dubuque University in Iowa and began his medical studies at the University of Cincinnati Medical School. He married his college sweetheart, Betty Jean Tibbutt, on May 28, 1945. Laurel received his medical degree at Kansas University Medical School in 1949. He did an internship at the US Naval Hospital in Bremerton, Washington. Laurel began his private practice in Enterprise, Kansas, before moving with his family to Medford in 1955. He served as president of the Oregon Academy of Family Practice in 1968.

Laurel was convinced that there was an urgent need for more family physicians in Oregon, especially in rural areas. He was invited to found a Department of Family Medicine at the Oregon Health Sciences University, School of Medicine in 1971, and was its first chairman. He started programs for medical students and a Family Practice Residency. The department has subsequently developed into one of the finest Family Medicine programs in the United States.

Laurel was Medical Director of the Oregon Medical Professional Review Organization from 1982 until the early 1990s. He recognized a need to develop a physician renewal program that linked practicing doctors who were having trouble with their practice with physicians in their field who could help them update their knowledge and skills. This program was very successful and is still in place today. Laurel retired in 2002, at the age of 81. Through his retirement he and his wife, Betty, remained strong supporters of the Department that Laurel founded 40 years ago.

Laurel and Betty Jean celebrated their 65th wedding anniversary this past May. Laurel, with his family, enjoyed many trips to Diamond Lake to camp and fish. Especially memorable, were family trips to reunions in Kansas and a 50th wedding anniversary in the church in which they were married in Hutchinson, Kansas.

Laurel Case will be forever remembered for his happy and positive deposition and lifelong efforts to help his fellow man. He will continue to help train new physicians through the donation of his body to OHSU.

Laurel Case is survived by his wife, Betty Jean; sons, John R. (wife, Sherry) and Robert M. (wife, Pam); and five grandchildren, Andy, Tony, Alexandra, Jocelyn and Johnna.

In lieu of flowers, the family suggests that remembrances be sent to the Oregon Academy of Family Physicians-Laurel G. Case Scholarship Fund, which provides young doctors with experience in rural medicine, 809 N. Russell, Suite 204, Portland, OR 97227.

A memorial service held at Rivercrest Community Church on Wednesday, November 10, was attended by many Family Medicine faculty.

Please see more information on Pages 6, 8 and 9.
Way To Go – Scappoose Family Medicine

OHSU Family Medicine at Scappoose takes steps to improve patient satisfaction – with a big payoff.

Since the fall of 2009, staff members have implemented operational changes which have raised standard overall patient satisfaction scores from a mean of 84.3 to 91.1 – a boost from the 6th percentile to the 53rd percentile. Practice Manager Diane Hutson presented the clinic’s “Journey to Excellence” during an October ambulatory care manager’s meeting. She helped develop a process improvement committee (PIC) to address the Clinic’s priorities of patient and staff satisfaction, access and quality.

PIC members were peer-nominated and made decisions in a collaborative way, sharing strategies with staff as a way to identify patient satisfaction as the clinic’s top priority. Specific strategies focused on asking patients to submit surveys, establishing rapport with patients and making phone calls in a deliberately warm manner.

Patient satisfaction scores taken in August 2010 further demonstrate the effectiveness of the clinic’s changes and reflect a significant improvement over the previous quarter. Results include:

- Front office and scheduling staff – 99th percentile
- Helpfulness on the phone – 81st percentile
- Concern of the nurse or assistant for problem – 98th percentile
- Friendliness and courtesy of the nurse or assistant – 77th percentile

The Scappoose Clinic is aiming to reach the 75th percentile – or a 91.6 overall mean score – during the (current) second quarter of fiscal year 2011.

OHSU Family Medicine at Scappoose is a federally-qualified Rural Health Clinic serving all of Columbia County; clinicians include three physicians, two nurse practitioners, and two physician assistants.

Wishing You All a Happy Thanksgiving!
Major Grant Award for Matthew Thompson, MD, D Phil and His Team

Matthew Thompson reports receipt of a major award. OHSU Family Medicine will subcontract (10%) on a successful award to Contractor ECRI (AHRQ-10-10003), Contract Award Dollar Amount: $9,499,986 for Base Period; $4,500,001 for Option 1; $3,999,959 for Option 2; and $3,999,956 for Option 3.

The purpose of this project is to meet an immediate need at AHRQ to establish a horizon scanning system. Through this procurement, AHRQ seeks to quickly and efficiently implement a horizon framework and infrastructure to immediately generate information that will inform comparative effectiveness research investments through the Effective Health Care (EHC) Program. It is expected that a majority of the effort necessary to accomplish the required tasks below will be dedicated to the implementation of a horizon scanning system and to the actual conduct of horizon scanning. The performance requirements of this solicitation are as follows:

- Refine and implement a protocol to identify and monitor new healthcare technologies.
- Refine and implement a methodology to forecast the future clinical, system, and cost impact of identified technologies.
- Report on findings from horizon scanning activities (through scheduled, periodic status updates and topical reports requested by AHRQ).
- Review methods of horizon scanning used by public and private organizations in the US and internationally.
- Develop a plan to evaluate the implemented horizon scanning protocol and methodology

Stephanie Cheng Appointed to AAFP Commission

Third year medical student Stephanie Cheng has been appointed to the Commission on Health of the Public and Science.

This action was taken last week by the Board of Directors following the recommendation of the Resident and Student Screening Committee.

Stephanie graduated from the University of Notre Dame in 2006. She has been a leader in the FMIG, attending STFM and National Academy Meetings.
OHSU Faculty Visits JADECOM Delegation

Dr. Robert Ross from Cascades East Residency in Klamath Falls, Dr. Robbie Law from Dunes Family Health Care in Reedsport and Ben Cox traveled this month to Japan. As a part of the Department’s exchange program with JADECOM, Drs. Ross and Law spent a full week interacting with Japanese physicians, residents, and medical students.

After arriving in Tokyo, they traveled by the bullet train south to Gifu University. In Gifu Drs. Ross and Law presented to Dr. Takashi Yamada’s medical students on rural medicine in the US and how their practices and physicians play a critical role in the health of the patients in their communities. One question from a medical student, “I want to study in a large city hospital, because I will see a more diverse group of patients with a broader scope of issues, so why would I want to go to a rural clinic?”, began a stimulating discussion that illuminated the advantages of rural teaching and learning. In a rural clinic, you are the front door to new injuries and ailments. You have the opportunity to make the initial diagnosis and provide direct care to the patient, rather in a large teaching hospital you are often left with only observing a previously diagnosed patient who is under the care of a senior faculty member. Dr. Ross then went on to describe a patients in Klamath Falls that presented with extremely rare diseases never or very rarely seen as primary diagnoses in the “Big City”. Things like Castleman syndrome in the absence of HIV infection, miliary TB, Hanta Virus and other conditions recognized and treated in Klamath Falls and other rural communities by “front-line” clinicians.

The following day they traveled east to the town of Shima. This is in the very famous oyster and pearl region of Japan. In Shima they attended the resident retreat. Lunch was served on the floor of the pearl diver (Ama-san) cook hut. Everyone was fed from a central bar-be-que, with a menu of live lobster, sea snails, scallops, a variety of small fish and whole squid. Tasty (the travelers were a little taken back by the entire squid appearing on their plate—all 14 inches or so of it!!). The formal teaching portion of the retreat was held at the local Rehabilitation hospital run by Dr. Takaaki Suzuki. Drs. Ross and Law presented to the residents on rural practice and the Cascades East residency program, with the assistance of the first year resident Ryosuke Yano.

On Sunday they visited Ise Grand Shrine with Mr. Shigeo Omura, our guide for the week. He described this is a very important and sacred shrine for the first god of Japan. The day ended with a visit to the restored Nagoya castle that was destroyed in WWII bombing.

On Monday they drove up the mountain pass to the town of Ibi and to the Kase Clinic to spend the day with Dr. Manabu Yoshimura. The three physicians rounded on four home visits, an inspiring and educational experience.
JADECOM (continued)

The last day allowed some time to tour Tokyo and JADECOM’s newest primary care hospital in Taito. Dr. Yamada is the Medical Director of this impressive facility that is a partnership between JADECOM and the local government. The modern design and highly functional facility is strategically located to care for the local community.

Dr. Ross is presenting at the resident retreat

Home visit in Ibi

Dr. Masanori Harada, Ben Cox, Dr. Rob Ross, Dr. Robbie Law, Dr. Ryusuke Ae and Mr. Takao Kojo in Asakusa

The final dinner in Japan is always memorable. Dr. Michiyasu Yoshiara hosted a magnificent dinner at the restaurant Benkeibashi Kiyomizu.

Ben Cox, Dr. Michiyasu Yoshiara, Dr. Takashi Yamada, Dr. Makiko Miura, Dr. Tomoyuki Maeda, Dr. Takashi Umeya, Mr. Takao Kojo, Mr. Kunihiro Goto, Mr. Shigeo Omura, Dr. Masanori Harada, Dr. Ryusuke Ae, Dr. Rob Ross and Dr. Robbie Law

This was a great learning experience on all levels. We hope it will inform and improve the JADECOM rotation for the visiting residents and lead to further stimulating and mutually beneficial interactions between our programs. Thank you.

Dr. Law, Cox and Dr. Ross in Ibi, Gifu Prefecture
Some Thoughts about Doctor Laurel Case

We recently lost our Department’s founding chairman, Dr. Laurel Case and, as often happens when death occurs, I have been reflecting on his accomplishments. Although I am sure there much more to his life story, I will focus on what I know—his contributions to Oregon Family Medicine.

Laurel was a courageous man. In the midst of the fragmentation of health care and the decline of general practice in the late 1960s, the specialty of family practice was born in 1969, followed by the development of residency programs in various hospitals and departments of family medicine in some, but certainly not all, medical schools. There was no guarantee that this experiment — a new, broad-based specialty founded on the concept of continuing and comprehensive care to patients of all ages — would succeed. Many predicted that family practice would become a historic curiosity of the mid-late 20th century, remembered only in history books.

Laurel Case believed in the vision, so much so that when invited to be the first chairman of a new family practice department at OHSU, he bet his career on the venture. He left his successful practice in Medford and moved to his new post as chairman of a department occupying two small offices in the lost end of a corridor. Today I marvel at the risk he assumed, coming from private practice into the arcane and competitive world of academic medicine.

But Laurel survived and succeeded. He recruited faculty that shared his courage and tenacity. He fought, and won, battles for full department status, for more space, and for hospital privileges. He attracted and trained residents, many of whom have gone on to successful careers as Oregon family physicians.

OHSU Family Medicine and the State of Oregon owe Laurel Case a huge debt. He gambled and won, wagering on a new specialty and a new medical school department. He laid the foundation that has allowed us to become one of the premier Family Medicine Departments in the world.

Thanks, Laurel. We will all miss you.

Bob Taylor

Men occasionally stumble across the truth, but most of them pick themselves up and hurry off as if nothing happened.

Family Medicine and a Season of Thanksgiving

The Thanksgiving season is a time to reflect on the good things in our lives and to acknowledge those who work to make the world better.

At this time of giving, we hope that you will remember your OHSU Department of Family Medicine, as we train future physicians, one of whom just might turn out to be your practice partner or personal physician. Our enrichment programs for these trainees depend on the generosity of donors like you.

If you have already contributed to OHSU Family Medicine this year, thank you. If you have not yet sent in a check or pledge, please do so now. A donation form is found at the end of the newsletter.

If you have already contributed to OHSU Family Medicine this year, thank you. If you have not yet sent in a check or pledge, please do so now. Remember that those who donate $500 or more yearly are recognized as members of the Robert B. Taylor, MD Society, with benefits that include free tuition to the Pennington Lectures, free advertisements in our Newsletter, and an invitation to the annual Donor Recognition Event.

A donation form is found at the end of the newsletter.

Tis the Season for Sock It To Me 2010

We need your socks and other warm items!
November 29th – December 17th
Portland is wet and cold in the winter!

Donate your clean, used or new socks, mittens, knit caps, sweaters, flannel shirts, coats, scarves and blankets.

Place your donations for families-in-need in the colorful containers soon to be distributed to various locations on campus and off campus.

You may want to take advantage of Fred Meyer’s huge after-Thanksgiving sale. They have 50% off on socks and many other warm items.

Donations will go to the Richmond Clinic – Federally Qualified Look-A-Like, and to the City Team Ministries in NE Portland.

City-Team is a non-profit organization serving the poor and homeless since 1957. City-Team has provided life saving food, shelter, clothing, recovery programs, youth outreach, camp for at-risk inner city kids, and other essential care 365 days a year.

Please call Coelleda O’Neil at 503-494-7595 if you wish to deliver your items to OHSU Family Medicine, Emma Jones Hall, Room 317. The other option is to box up your donations and send them through campus mail, OHSU Family Medicine, Mail Code: FM.

Sock It To Me 2010 is sponsored by OHSU Family Medicine Administration.
Dr. Laurel G. Case Award Continues to Inspire Future Physicians

Dr. Laurel G. Case, who recently passed away, not only had a lasting impact on the Department of Family Medicine as first chairman of the department, his legacy will continue to assist medical students in their understanding and appreciation of family medicine.

The Laurel G. Case Award for Rural Experience, offered by the Oregon Academy of Family Physicians Foundation allows students to experience firsthand the life of a family physician, by providing them with a small stipend. In 1995, as a way of honoring Dr. Case’s commitment to rural physicians, the OAFP Foundation began sponsoring a scholarship in his name. Over the past 15 years, the Case Award has given more than $90,000 in scholarships in honor of Dr. Case. Originally the award was presented to outstanding graduating high school students interested in pursuing a career in medicine. Then, six years ago, the focus of the scholarship was changed to better reflect the growing need for family physicians in rural Oregon. The Rural Experience is open to OHSU medical students who have completed their first year, and expressed an interest in rural medicine. They are then matched with a physician in the community according to their personal and professional interests. For one to two weeks, the students live and work with the physician, interacting with both their family and their patients. Each student, in exchange for a weekly stipend, is asked to write a reflective essay about what they experienced. At a recent OAFP Foundation Board luncheon the 2010 awardees received their checks and recounted stories from their time with the physicians and communities. The program has gained in popularity – with 15 first year students participating in the program this past summer.

Over the past few years, many of the students that do participate in the Rural Experience program then apply to the Rural Scholars Program, directed by Lisa Dodson - furthering their commitment to community medicine.

What began as a way to honor Dr. Case, has now given nearly a hundred students the opportunity to see the incredible contribution family physicians bring to health care throughout Oregon.

Many thanks to these dedicated physicians for opening up their homes and their clinics to our medical students:

Dr. Betsy Anderson – Heppner
Dr. Jerri Britsch – Klamath Falls
Dr. Dawna Marie Fixott – Redmond
Dr. Renee Grandi – Enterprise
Drs. Hotan and Hadden – Aumsville
Dr. Bob Holland – John Day
Dr. Joyce Hollander-Rodriguez – Klamath Falls

Dr. Kevin Johnston – Burns
Dr. Eric Lamb – Baker City
Dr. Gail McClave – Bandon
Drs. Eric and Senna North - Silverton
Dr. Michelle Rasmussen – Salem
Dr. Tami Rodgers – Newberg
Dr. James Sinnott – Coquille

And many thanks to the Oregon Academy of Family Physicians Foundation Laurel G. Case Award!
The OAFP Foundation, the philanthropic arm of the OAFP, is entering into its 15th year since incorporation in October, 1995. The Foundation was established to advance the charitable, educational, literary, and scientific missions of the Academy.

The OAFP Foundation currently supports Oregon family physicians, residents and medical students through the following five programs: the Laurel G Case Award for Rural Experiences, the Mary Gonzales Lundy Scholarship, the Tar Wars anti-tobacco education program, the Medical Ethics Lectureship Fund and the Locum Tenens Fund.

Please join us in our mission to promote the health of Oregonians by making a tax deductible donation. Just fill out the this form below and send it in today!

Thank you for your continued support!

Donor Information:
Name: ____________________________
Street Address: ____________________________
City/State/Zip: ____________________________
Email Address: ____________________________
Phone: ____________________________

Payment Options:
( ) Check: Please make checks payable to OAFP/Foundation
( ) VISA ( ) MASTERCARD
Card Number: _______________ Expir. date____
OR
Signature: ____________________________

Contribution Information:
Please use my donation as indicated:
$ ____ Laurel G Case Award for Rural Experiences
$ ____ Mary Gonzales Lundy Award
$ ____ Tar Wars Program
$ ____ Medical Ethics Lectureship Fund
$ ____ Locum Tenens Fund
$ ____ General Fund
$ ____ Total tax deductible donation

Please mail your contribution to:
OAFP Foundation
809 N Russell St, Ste 204
Portland, OR 97227
or
FAX to: 503-528-0996
The Resident Intensive, a chance for interns to reunite as a class while learning valuable clinical skills, was held in October, 2010. Here are some photos:

Thayer White, Ashley Hart & Christine Gray

Mellisa Pensa wraps Elizabeth Grant

Eric Shayde and Chris Nelson

Kate Chung sutures with Chris Nelson assisting

Sam Crane cuts Jeff Barrett’s cast.

Jordon Roth sutures with Roger Garvin, MD looking on.
### OHSU Family Medicine Residency Interview Schedule

**Candidate Lunches, 12:15-1:15pm**

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**Candidate Dinners, 6:30pm**

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<tr>
<td>Monday, Jan 10, 2011</td>
<td>Thursday, Jan 13, 2011</td>
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</tbody>
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Faculty,
You are invited to take a larger part in the recruitment process this season.

Please plan to attend at least two candidate lunches and dinners this season. A sign-up sheet is being passed around (see Kate Foster) so that we have several residents that we can count on to be at each candidate lunch and candidate dinner. You are always welcome to attend, even if you don’t sign up.

Faculty are also invited to host or co-host dinners in your home.

You are an important part of our residency and we need your help to make this season a success.

OHSU Family Medicine Residency
IMP Pair World Bridge Champions

Nancy Gordon-Zwerling’s husband, Marc Zwerling with his partner Wolfe Thompson has won the IMP Pairs World Bridge Championship held in Philadelphia last month.

This event was started in 1990 and is only played every 4 years. Marc has played competitive bridge for over 35 years and has developed his own bidding system.

Nancy Gordon-Zwerling, FNP, MS works at OHSU Family Medicine at Gabriel Park.

Wolfe Thompson & Marc Zwerling

John Muench presents at Conference in Panama City

On behalf of the Oregon SBIRT program, John Muench presented "Integrating Alcohol & Drug Screening and Brief Intervention Into Primary Care Clinics" at the Pan American Health Organization's conference on "Creating a Framework for Implementation of a Regional Strategy on Mental Health on October 6, 2010 in Panama City, Panama.

Moving Your E-Mail Address? Please Tell Us

We do our best to keep you up-to-date with news about our graduates and the Department of Family Medicine. But if you change your e-mail address, we have lost you.

SO... If you change to a new e-mail address, please let us know by contacting Coelleda O’Neil: Phone: 503-494-7595 or oneilc@ohsu.edu. Thanks. And we’ll try to keep quality newsletters coming.

Upcoming Events

- Family Medicine Holiday Party
  Washington Square Embassy Suites Hotel
  December 19, 2010 – 3:30 pm – 8:00 pm

- 42nd Annual Primary Care Review
  Governor Hotel, Portland, OR
  February 7 – 11, 2011

- Robert B. Taylor Society Donor Luncheon
  Elk Cove Vineyards, Gaston, OR
  June 11, 2011
Welcome New Babies

Congratulations to Bruin Rugge and Kathleen Rowlands-Rugge on the birth of their son, Maclyn on October 18th. He weighed 9 lbs.

Kathleen, I and Maclyn are doing very well. Garland, now 2.5 years old is adjusting to his new little brother.

Cheers - Bruin

Baby Maclyn Rugge

Flora Mae Benero

Congratulations to Steve and Heather Stenberg on the birth of baby Vivian Isabelle on November 10th. She weighed 7 lbs and 15 oz and was 19.5 inches long.

“Everything went smoothly and Heather’s labor was very quick. Almost too quick as we were only at the hospital 45 minutes before Vivian was born. No time for water birth this time.

Baby and mom are doing great though we are a tired family as labor began at 4 am. Now we are all bonding on the 14th floor and loving our beautiful baby.”

Steve is a business data analyst in the Department of Family medicine at Emma Jones Hall.

Heather and baby Vivian Isabelle

Welcome Carrie Youngin Heinichen! She was born on November 6th at 11:54 pm and weighed 8.9 lbs and 21 inches long.

Parents are Cindy & Rick Heinichen,
Both baby and mom are doing well (so is dad).
Cindy is a scheduler at OHSU Family Medicine at Richmond.
In the News

Erwin (Ern) Tauber has received the Dr. Bob LeBow Community Health Award for his work in establishing three new medical clinics in Boise, Melba and Caldwell plus four dental offices. Ern, now the clinic director at Richmond Family Medicine, was previously executive director of the Terry Reilly Health Services office in Idaho.

On November 5, Bob Taylor spoke to the Oregon Department of Corrections Provider Meeting in Salem on the topic of "Diagnosis and Management of Headache."

David I. Buckley, MD, MPH was recently interviewed by the New York Times for an article on the potential use of C-reactive protein to guide treatment with statin drugs for the primary prevention of coronary heart disease.

The two Family Medicine Fellows in Hospice and Palliative Care have found great jobs on the east coast, carrying the name of OHSU Family Medicine with them.

Alyssa Luddy is working as the director of an inpatient and outpatient hospice and palliative care program in Suburban Boston. Harvard Oncology fellows rotate in this setting, so Dr. Luddy will be responsible for teaching them principles of hospice and palliative care. She will also be precepting at the Lawrence, MA Family Medicine Residency Program.

Elizabeth McCormick has been hired to work in the Palliative Medicine Program at Mt. Sinai Medical Center in New York City. This program is directed by Dr. Diane Meier, a national leader in Geriatrics and Palliative Care. The program originated The Center to Advance Palliative Care (capc.org) and is generally considered the pre-eminent clinical and research palliative care program in the country, and one of the leaders in the world. Dr. McCormick will be doing inpatient and outpatient work, including working in the program's extensive home visit program. She will also be teaching students, residents, and fellows at Mt. Sinai.

It is exciting that these two fellows, despite the sad fact that they were the first and last in the program, will be carrying their OHSU Family Medicine training with them, and will be continuing to practice and teach in the eastern medical culture where Family Medicine is largely unfamiliar.
In the News: Recent Publications


Faculty Attending NAPCRG

The North American Primary Care Research Group (NAPCRG) held their annual meeting on November 13-17, 2010 in Seattle. The following faculty attended: John Saultz, Lyle Fagnan, Deborah Cohen, Melinda Davis, Jim Calvert, Jennifer Devoe, Elizabeth Jacob-Files, Daisuke Yamashita, Patty Carney, Rick Deyo, David Buckley, Rebecca Rdesinski, Elizabeth Clark, Matthew Thompson, Wendy Warren, Heather Angier, and Elizabeth Steiner.
Early in 2010, our department began an in-depth strategic planning process. The first step in this process was to convene a broad constituency of interested parties to renew our common sense of mission and goals. After months of meetings, a retreat and numerous focus groups, the Department of Family Medicine is now ready to present our new Mission and Vision Statements.

Clinicians, staff, administration and outside constituency groups were all queried for their input and opinions about what they wanted to see in the statements. It was felt it was also important for patients to be able to clearly understand what the department values.

“Decisions that we make as a department will all be filtered through these Mission and Vision Statements” explained John Saultz. “We want potential residents, future clinicians and our staff to see what we stand for.”

Beginning in early 2011, the Mission and Vision Statements will be displayed in each clinic waiting room, administration offices and conference rooms.

**OHSU Family Medicine Mission Statement**

Our mission is to serve our patients and communities through excellence in clinical care, education, research, and leadership in Family Medicine.

**OHSU Family Medicine Vision Statement**

Our vision is to be a supportive and collaborative organization that transforms primary care and inspires future leaders by demonstrating the best in Family Medicine.
Insuring Safe and Sound Deliveries

The Advanced Life Support in Obstetrics Course (ALSO), sponsored by the department, drew over 45 participants this past month including physicians, certified nurse midwives, labor and delivery nurses and student nurse midwives.

Under the supervision of Course Directors Johanna Warren and Helen Welch, and Chip Taylor as Advisory Faculty, learners moved between lectures and workstations, covering such topics as Postpartum Hemorrhage, Vaginal Bleeding in Late Pregnancy, Preterm Labor, Labor Dystocia and Maternal Resuscitation. Since all of the workshops are hands-on, each participant had the opportunity to practice everything from managing shoulder dystocia to vacuum delivery, and reading fetal surveillance strips for clues in managing labor. The course helps health care providers develop and maintain the knowledge and build on skills they need to effectively manage potential emergencies during the perinatal period.

The ALSO course has become an annual event for the department, and is now a required course for all OHSU and Klamath Falls interns. It has also gained popularity with certified nurse midwives and student nurse midwives. This year, nearly half of the faculty were certified nurse midwives.

In order to receive ALSO certification, participants must not only complete the two day course, but also pass a written test and a megadelivery test.

The ALSO certification is valid for 5 years. ALSO certification is required of all OHSU family physicians that provide maternity care.

Many thanks to these ALSO faculty members that worked hard to insure an outstanding course:

Carol Blenning, MD  
Elizabeth Kavanaugh, CNM  
Jessie Flynn, MD  
Roger Garvin, MD  
Teresa Gipson, MD  
Sally Hersh, CNM  
Elizabeth Kavanaugh, CNM  
Valerie King, MD  
Jennifer Lochner, MD  
Kate Pelosi, CNM  
Amanda Risser, MD  
Alice Taylor, CNM  
Nicole Yonke, MD
The Results of The MEADERS Study


Field Test Results of a New Ambulatory Care Medication Error and Adverse Drug Event Reporting System—MEADERS


PURPOSE In this study, we developed and field tested the Medication Error and Adverse Drug Event Reporting System (MEADERS)—an easy-to-use, Web-based reporting system designed for busy office practices.

METHODS We conducted a 10-week field test of MEADERS in which 220 physicians and office staff from 24 practices reported medication errors and adverse drug events they observed during usual clinical care. The main outcomes were (1) use and acceptability of MEADERS measured with a postreporting survey and interviews with office managers and lead physicians, and (2) distributions of characteristics of the medication event reports.

RESULTS A total of 507 anonymous event reports were submitted. The mean reporting time was 4.3 minutes. Of these reports, 357 (70%) included medication errors only, 138 (27%) involved adverse drug events only, and 12 (2.4%) included both. Medication errors were roughly equally divided among ordering medications, implementing prescription orders, errors by patients receiving the medications, and documentation errors. The most frequent contributors to the medication errors and adverse drug events were communication problems (41%) and knowledge deficits (22%). Eight (1.6%) of the reported events led to hospitalization. Reporting raised staff and physician awareness of the kinds of errors that occur in office medication management; however, 36% agreed or strongly agreed that the event reporting “has increased the fear of repercussion in the practice.” Time pressure was the main barrier to reporting.

CONCLUSIONS It is feasible for primary care clinicians and office staff to report medication errors and adverse drug events to a Web-based reporting system. Time pressures and a punitive culture are barriers to event reporting that must be overcome. Further testing of MEADERS as a quality improvement tool is warranted.
**Placing Notices of Job Opportunities for Physicians**

Our newsletter goes each month to some 600 persons, mostly family physicians, and especially our residency graduates. We see the newsletter as a way to maintain communication among graduates, faculty, staff, and friends of the department.

If you are a recipient of the newsletter, and would like to send us a notice of a job opening for a family physician, we will be happy to print it. A donation of $100 to help support the newsletter will be appreciated. The notice will run for three months. Please send your item and donation to Coelleda O'Neil at oneilc@ohsu.edu. Please keep it short. We reserve the right to edit submissions.

**Positions Available in OHSU Family Medicine**

- Medical Director/Associate Residency Director for South Waterfront Clinic
- OB Fellowship Trained Clinician Teacher
  Cascades East Family Medicine Residency - Klamath Falls, Oregon
- Clinician Teacher positions at South Waterfront, Richmond and Scappoose
- Clinician Teacher for Outside In FQHC

For more information, please contact Laura Charron at 503-494-6616, or charronl@ohsu.edu.

**CareOregon seeking a Family Physician & Nurse Practitioner**

**What if ...**

What if the whole community teamed up to improve your patients’ health?

You’d have Gladstone CareOregon Community Health Clinic near Portland, Oregon with Kindergarten, Head Start, Healthy Start, Day Care, Parenting Education, Relief Nursery, a Health Clinic and more—all in the same center.

CareOregon is looking for a Family Medicine Physician to join this exciting new clinic. If you want a more satisfying, team-based clinical practice using the Medical Home model, visit us online for a full position description and application instructions at http://www.careoregon.org/.

**For more Information, please contact:**

Rhonda Palos
HR Manager
503-416-1715
PalosR@CareOregon.org
Seeking a Primary Care Physician

Status: Exempt, benefits-eligible for positions over 20hrs/wk
Hours: 40 per week
Salary: DOQ
Reports to: Medical Director and Director of Clinic & Health Services

Overview
Provide primary care to a diverse population of homeless and low income children and adults in Federally Qualified Health Center that provides both acute and chronic care at Outside In’s Medical Clinic and through mobile medical outreach.

Responsibilities:
• Provide outstanding acute and chronic care to low income children and adults who have limited resources 8 half days of clinic a week
• Work in collaboration with multidisciplinary provider team (allopathic, naturopathic, acupuncturist, dentists) at OI to provide innovative and evidence-based care;
• Maintain specialized clinical skills as applicable, e.g., minor procedures and biopsies, pelvic exams, blood draws;
• Share after-hours call with other staff physicians;
• Meet all clinical obligations of the Health Center’s medical practice: CLIA medical, HIPAA, State and Federal regulations, etc.;
• Participate in Health Center’s collaboration with OPCA, Qualis and Coalition of Community Health Clinics on the Primary Care Home initiative;
• Fully participate in the clinic and medical staff development through involvement in service evaluations, health care plans, chart reviews, and program development;
• Act as a resource and communicate appropriate knowledge, skills, and conduct;
• Maintains a high level of quality, accuracy, and ethical behavior
• Prioritizes customer service and satisfaction;
• Master the Health Center's electronic medical record and other technologies supporting quality patient care and disease management.
• Participate in weekly OHSU Family Medicine meetings
• Participate in the education of OHSU residents and medical students, including preceptorship
• Will have the opportunity to serve as Attending for OHSU Family Medicine for up to 4 weeks a year
• Participate in OHSU annual faculty review process.
• Will have the opportunity to participate in scholarly activities

Qualifications:
• State Board recognized medical education.
• Oregon state license
• Board certification or board eligible in Family Medicine or Internal Medicine
• Experience in provision of primary care with this population is highly desirable
• Supports agency mission and goals

Contact: Laura Charron at charronl@ohsu.edu for more information.
Physician Opportunity

The Location: Reedsport, Oregon
- Picturesque river and ocean community surrounded by beautiful mountainous areas and bay
- 9-hole golf course located minutes from the hospital – Links golf course located 55 scenic miles from community
- Great outdoors – fishing, sailing, hiking, golfing, hunting, beautiful sand dunes
- Whale watching and bird watching stations
- Great restaurants in town
- Easy access to major metro
- Cost of living below the national average
- Tremendous quality of life and virtually a non-existent crime rate provides for a great place to raise a family
- New and existing housing options available
- Small community living – many opportunities for community involvement

The Practice:
- Be busy from day one
- Full scope of Family Medicine (except OB) with ability to do wide variety of procedures – includes pediatrics, emergency and nursing home coverage
- Exceptional quality of life atmosphere
- Practice in an enjoyable, collegial atmosphere with excellent support staff
- Paid malpractice insurance (full benefit)
- Rural Health Clinic – Eligible for $5,000 Rural and may be eligible for $1,000 Tri-care tax credits

The Financials:
- Total package approximately $200,000. Base salary $150,000 plus additional compensation for weekend ER coverage, benefits and $6,000 tax credit.
- Relocation reimbursement
- Local loan repayment program
- National Health Service Corps Loan Repayment Program eligibility
- Four-week paid time off
- Full benefits package including paid malpractice, generous retirement plan and much more
- CME – 5 days and $1,500 per year

This is an opportunity that will balance practice, lifestyle and community involvement due to the position and location. For more information regarding this opportunity please email your CV to Sheri Aasen, Clinic Manager, at dunes@luhonline.com or call 541.271.2163.
CHAS (Community Health Association of Spokane) in Spokane, Washington Seeks Physicians

The mission of the CHAS family of clinics is to improve the overall health of the communities we serve by expanding the availability of quality health services, dental care, and wellness education.

Looking to help make an impact in the overall health of a community? CHAS is currently seeking a physician to join our dynamic team. CHAS is a non-profit system of six federally qualified community clinics providing quality medical, dental, and pharmacy services to Spokane-area families and people of all ages, regardless of insurance status. CHAS provides a place patients can come to that is their healthcare home.

Previous experience working with underserved populations is highly desired. CHAS is a rewarding place to work:

- CHAS offers competitive compensation and benefits
- CHAS pays 100% medical premium, dental, life, AD&D and long term care insurance
- Employees receive an employee assistance program, paid time off, continuing education reimbursement and 401(K)

Help improve the overall health of the Greater Spokane community today!

- To learn more, see a full job description here: http://www.chas.org/employment/
- The Spokane region is a great place to call home. To learn more about Spokane, please visit www.visitspokane.com.

For questions about this job, please contact:
April Gleason
Phone: 509-444-8888
Email: agleason@chas.org

Portland Family Practice Opening for FP/ OB

Portland Family Practice has an opening starting January 3, 2011 for FP/OB.

This position can be as a locum and/or potential for a full time position. It would involve OB call coverage.

If you are interested, please email bmeharry@portlandfp.com or call 503-233-6940 ext. 8969.
Family Practice Opportunity for BC/BE Physician

♦ Full spectrum family medicine patient base; join 3 partners who serve a base of less than 8000 residents (OB optional)

♦ Income Guarantee $160,000 for first year, relocation and housing assistance

♦ Stipend for 3rd year residents able to sign on early

♦ State of the art electronic clinic environment

♦ New hospital facility with full outpatient services and 24/7 surgical coverage

♦ Quality lifestyle for those choosing our unique rural practice environment

For more information, please contact:
Stacy Rothwell, Manager
High Desert Medical Center
541-573-8870
srothwell@highdesertmed.com
www.highdesertmed.com
Faculty Ad: Full Time OB Fellowship Trained Family Physician

Oregon: Full-time, Board-Certified, OB fellowship and C-section trained faculty needed for Oregon Health & Science University, Department of Family Medicine, Cascades East Family Medicine Residency program.

Come and work in a full-time University position with excellent benefits in a University-administered, community-based program, tailored to provide training for physicians who wish to practice full spectrum family practice in rural America.

We attract excellent residents from throughout the U.S. This unique residency is located in southern Oregon in a beautiful small city that rests in the Cascade Mountains. Come and join a dynamic faculty who need help in realizing the full potential of the available resources.

Responsibilities include resident and medical student teaching, patient care (flexible duties depend on qualifications and can include inpatient and ICU; obstetrics required; with possible high-risk OB call-coverage shared with OB faculty), and ample opportunity and time to pursue scholarly and administrative duties. A safe environment, good schools, and incredible outdoor recreation await the qualified applicant. This is a NHSC loan repayment site, and a suitable candidate may apply.

Please send CV and three references to Robert Ross, M.D., Program Director, CEFPC, 2801 Daggett, Klamath Falls OR, 97601, e-mail robr1228@aol.com, or call (541) 885-4612 for further information. AA/EEO employer.

Independent Clinic is Seeking Family Physician

Tuality Physicians, PC, a primary care clinic in Hillsboro, with five independently-contracted physicians, is seeking a family practice physician.

In this position, the physician will be medically independent, while being expected to conform to our efficient administrative model. The position is full-time, which is four or five days weekly as scheduled. Remuneration is on the basis of a percentage of collections.

Because we are an independent clinic, we are able to set our own policies, be non-bureaucratic and personalize our practices for the benefit of our patients and ourselves.

Professional and personal relationships within the Clinic are cordial and helpful, and are free of much of the frustration that is so often experienced by physicians who work for large, hospital-owned entities.

If you are interested in this position, please contact me at:
Robert D. Fields, M.D., Director
Tuality Physicians, PC
fieldsrobert@comcast.net
I SUPPORT OHSU FAMILY MEDICINE

I accept the invitation to support OHSU Family Medicine. Enclosed is my donation.

Name ________________________________
Address ______________________________
City ___________ State ___________ Zip ___________
Telephone (day) ______________________________
E-mail ______________________________

Enclosed is my check for $______ payable to “OHSU Foundation.” Please write “OHSU Family Medicine” on the check. OR

Please charge $_______ to my _______ Visa or ________ MC

Name on Card ______________________________
Card/Account Number ______________________________
Expiration Date ______________________________
Signature ______________________________ Date __________________

Please specify if there is a special Family Medicine Fund that you wish to support:

[] I would like additional information regarding giving opportunities to the Family Medicine Department at OHSU.
[] I/we have placed the Family Medicine Department in my/our estate plans.

Comments for the Department Chairman: ______________________________________________
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Please Send to:
Coelleda O’Neil
OHSU Family Medicine, Mail Code: FM
Oregon Health & Science University School of Medicine
3181 S.W. Sam Jackson Park Road
Portland, OR 97239-3098

Gifts to OHSU Foundation are tax-deductible to the extent allowed by law.