



## > Medical Education Connects New Physicians with Regional Practice Opportunities



### **A2** *The Next Generation*

Medical education programs at Munson Medical Center are addressing physician shortages.

### **A3** *A Tale of Two Colleges*

Michigan State University now offers both College of Human Medicine and College of Osteopathic Medicine programs in Traverse City.

### **A4** *Want to Teach?*

Faculty appointments are available for physicians in northern Michigan who are interested in teaching electives.

### **A5** *Train and Retain*

Munson's three-year Family Practice Residency Program is successful at providing northern Michigan with new physicians.

### **A6** *'The Most Important Step'*

Provider Order Entry (POE) will be launched in the Munson Healthcare System in Spring 2010.

### **A7** *Physician Opportunities*

# Preparing a New Generation of Physicians



Brett Etchebarne has a PhD in Animal Science. He could seek a professorship or do research at a leading university, but he is in his third year of medical school because he is highly motivated to become a primary care physician.

“There is nothing more rewarding than helping people,” he said. “Medicine offers the same challenges as research, only 15 times a day you get a new challenge. You get to solve complex problems all day long. At the end of the day, you’ve helped people and you feel good. It’s the perfect day.”

Etchebarne is one of the next generation of physicians being educated through physician training programs at Munson Medical Center.

The pending shortage of physicians in the United States is particularly critical in rural areas of Michigan. Expanding training programs for medical students and residents in northern Michigan is a key strategy for ensuring continued access to primary and specialty care in the region.

“Our expectation is that after medical students or residents witness the quality of care offered here, and experience all that northern Michigan has to offer, they may opt to stay in the region, or return in a few years to establish their practice,” said **Dave McGraham, MD**, Vice President Medical Affairs, at Munson Medical Center.

Munson Medical Center has long hosted students from Michigan State University’s College of Osteopathic Medicine (MSU COM), in addition to sponsoring the Family Practice Residency Program since the mid-1990s. More than 30 Residency Program graduates have stayed in northern Michigan in the past decade, increasing access to health care in rural communities.

Medical education continues to expand in Traverse City. Michigan State University College of Human Medicine (MSU CHM) and Munson Medical Center partnered in 2008 to create a new community

campus – the university’s seventh medical campus and the only one in northern lower Michigan. It is the medical school’s first new campus in 30 years. The six students who comprise the inaugural class of the new Traverse City campus arrived in June 2009.

Additionally, the hospital hosts about 50 visiting students from other medical schools, as well as MSU students whose clinical campus is elsewhere but request to complete elective rotations in the Munson Healthcare System.



## Need New Physicians STAT

- > By next year, Michigan will have a shortage of 900 physicians; by 2020, the state will have a **shortage of 6,000** physicians
- > Michigan’s physician workforce shortage is **50% higher** than the national average
- > **90%** of Michigan physicians **reside in 20** of the state’s **83** counties
- > **36%** of physicians are **older than 55**
- > Nearly **four of every 10** physicians practicing in Michigan **plan to retire** in the next 10 years
- > Physicians under 50 **want to work fewer hours** and have a more balanced life
- > People over 65 use **twice the physician services** as those under 65
- > Medical school training is **not keeping up** with the demand for physicians

*Michigan State Medical Society*



➤ MSU CHM Community Assistant Dean **Daniel Webster, MD**, talks with CHM Class of 2011, from left: Brett Etchebarne, Colleen Lane, Anna Sleder, Christina Pyo, Dan Learned, and Tony Bozzio.

## MSU CHM Traverse City Campus Experiences Smooth Debut

The new Michigan State University College of Human Medicine (MSU CHM) Traverse City Campus is running smoothly in its inaugural year.

Community Assistant Dean **Daniel Webster, MD**, leads campus administration for the 77-week program.

"The CHM students landed on both feet at the Traverse City Campus and are doing very well integrating themselves into our northern Michigan health care system," Webster said. "The caliber of these students is extremely high. They are very eager to learn and also share their knowledge with us as teachers. It truly has been a pleasure interacting with these young professionals."

Initial talks about the campus began in August 2007. A survey of physicians from across northern Michigan revealed nearly 400 were interested in becoming involved with the school.

"We believe community-based medical schools are part of the solution to the challenges facing health care across this nation," said MSU College of Human Medicine Dean Marsha D. Rappley, MD. "We're delighted Munson agreed to become an anchor for our newest campus."

In addition to Munson Medical Center, students may train at partnering hospitals throughout the region. "Integrating medical students into small communities allows for significant, meaningful patient contact that best prepares them for real world situations," Webster said.

"This is an exciting opportunity for hospitals in the Munson Healthcare System and physicians in northern Michigan to be actively involved in training the next generation of physicians," said Doug Deck, President and CEO of Munson Healthcare.

## MSU COM: 30 Years of Training in Traverse City

Third-year medical students from the Michigan State University College of Osteopathic Medicine (MSU COM) are the most recent to join the 30-year old program to educate physicians in northern Michigan.

The students have started an 84-week Clinical Clerkship curriculum for a doctor of osteopathic medicine (DO) degree. The program is designed to educate and equip osteopathic physicians with skills necessary to enter primary care practice or pursue further graduate training related to a medical specialty.



➤ The COM Class of 2011 includes (seated) Amanda Freschtauf, Erin Darlington, and Kelli Broekema, and (standing) Eric Rueff and Nathan Sailor.

"The program emphasizes preparing students for practice in ambulatory settings, and reflects the college's responsiveness to shifts in practice environment from hospital to outpatient care," said **J. William Rawlin, DO**,

Medical Director of the COM program at Munson. "It also offers students experience in working with allied health professionals in a team approach."

## Ranked First in the Nation

U.S. News and World Report ranks MSU COM seventh in the nation for primary care among all medical schools, and is ranked first in the nation for primary care among osteopathic medical schools.

The five members of the Class of 2011 spent their first six months doing rural ambulatory primary care in the Cheboygan and Grayling areas. They are completing ambulatory rotations in family medicine, internal medicine, and pediatrics, as well as one elective and one specialty rotation. In January, they will return to Munson Medical Center for seven months of core hospital-based rotations.

Four fourth-year MSU COM students also are currently rotating at Munson. Based at Munson since July 2008, they are scheduled to graduate in May 2010.

# Faculty Provide One-on-One Instruction

Opportunities exist for physicians in northern Michigan interested in teaching to receive faculty appointments through Michigan State University (MSU). Third-year medical students participate in their required rotations at Munson Medical Center, but students pursuing elective rotations in their fourth year may be matched with physicians in the region.

Typically, medical students in elective rotations are paired one-on-one with a physician in that elective specialty. "If there is a physician in the region interested in teaching, they should let us know – we can always find a way to use their expertise," said Christy LaVene, Community Administrator of the Traverse City MSU CHM Campus.

Physicians who want to teach would complete paperwork to secure a faculty appointment, LaVene said. Physicians do not get paid for teaching, but receive several "perks" through MSU, including access to MSU online library services, an email account through MSU, discounted computer hardware and software, and, when available, tickets to sporting events.

For more information about teaching opportunities, contact LaVene at (231) 392-8220 or [clavene@mhc.net](mailto:clavene@mhc.net).

## MSU CHM Clerkship Directors

### Advanced Medicine

Kurt Sanford, MD | Digestive Health Associates

"The excitement in imparting one's experience and wisdom, combined with the privilege of knowing and caring for people from all walks of life, is very rewarding and special. Teaching medical students is truly an exciting and fulfilling experience."



### Family Medicine

Daniel Webster, MD | Munson Family Practice Center

"Students arrive as intelligent, engaged individuals, and they will leave as highly capable physicians with an array of valuable, practical experience that has prepared them well for their residency programs and future careers."



### Internal Medicine

Larry Warbasse, MD, FAGCS | Hospitalists of Northwest Michigan

"I enjoy the enthusiasm for learning that medical students bring to their Internal Medicine rotations. Watching them mature as clinicians over the course of their rotation is very rewarding."



### Obstetrics/Gynecology

Kurt Wright, MD | Grand Traverse Women's Clinic

"I enjoy teaching medical students because they continually push you to know the latest about your specialty. They want to know about all the latest procedures and developments. Munson is a great place to do clerkships because of the one-on-one instruction you get from clinical faculty. It's also more 'hands-on' than many of the larger tertiary care centers."



### Pediatrics and Human Development

Jacques-Brett Burgess, MD, MPH | Hospitalists of Northwest Michigan

"Munson Medical Center and Munson Healthcare offer an extremely unique opportunity to residents and medical students. Our talented and dedicated medical staff is often able to personally teach without barriers at the bedside. Sometimes students can get lost in a larger institution and that simply will not happen at Munson."



### Psychiatry and Behavioral Science

Lyn Conlon, MD, PhD | Behavioral Health  
Munson Medical Center

"I have been teaching for 14 years and every year it is a completely new cast of characters. Teaching prods me to stay up on the latest unfoldings in my field."



### Surgery

Steven Thomas, MD, FACS | The Center for Plastic Surgery

"Medical students force you to be introspective. They aren't tired, jaded, or bored. They ask questions that require constant, thoughtful self evaluation."



## New Preceptor, New Residents Join Family Practice Residency Program



**David Klee, MD, FAAFP**, fully understands the lure of practicing medicine in northern Michigan, which offers access to a sophisticated medical community as well as outstanding recreational opportunities.

Of the five physicians who graduated with him from a Midland residency program in 2000, four have chosen to practice in northern Michigan.

Klee, a specialist in Family Medicine and Obstetrics, joined Munson Family Practice Center in August, and serves as a preceptor in the Munson Family Practice Residency Program, along with **Roger Gerstle, MD**; **Timothy Lambert, DO**; and Program Director **J. William Rawlin, DO**.

The Munson Family Practice Residency integrates osteopathic and allopathic medicine together through a dually accredited program, and is structured to train family practice physicians for rural and small town practice.

The Family Practice Center is the major ambulatory training site for the three-year residency program. Under direct faculty supervision, residents run an inpatient service at Munson Medical Center, alternate weekend and night call, and see patients in the clinic, allowing them to provide comprehensive and longitudinal patient care.

“I missed being involved in the energy of a residency program, and it’s exciting to be here,” Klee said. “These residents are great to work with. They are hard workers, always searching for more knowledge. They keep me on my toes, making sure I am practicing evidence-based medicine.”

Klee rated Munson’s residency program as “excellent” with a strong leadership core and a cohesiveness based on great respect between staff, residents, and faculty.

Prior to joining Munson, Klee practiced in Family Medicine and Obstetrics for nine years in northern Wisconsin. He graduated from the University of Minnesota in Minneapolis and served as clinical faculty for the university while practicing in Ashland, Wis.



**>** *Munson Medical Center’s Family Practice Residency Program residents pose for a group shot at the Family Practice Clinic.*

Members of the Munson Family Practice Residency Class of 2012 arrived at Munson in late June to begin their program.

The four new residents are:

### 1 | **Keith W. Eaton II, MD**

Eaton attended Michigan State University’s Lyman Briggs College where he earned his Bachelor of Science in Biology. He stayed at MSU and earned his medical degree from the College of Human Medicine.

### 2 | **Micheleen S. Hashikawa, MD**

Hashikawa attended the University of Michigan and earned a Bachelor of Science in Biology. She earned her medical degree from Loyola University Stritch School of Medicine in Chicago. Hashikawa completed a four-week family medicine clerkship at Munson in the fall of 2008.

### 3 | **Heather A. Kennedy, DO**

Kennedy attended the University of California Berkeley, then California State University, Fresno, where she earned a Bachelor of Arts in Chemistry. She attended University of California Riverside for graduate studies and earned her medical degree from the Western University of Health Sciences, College of Osteopathic Medicine of the Pacific.

### 4 | **Bryan J. Mulheron, DO**

Mulheron is from the Upper Peninsula and attended the University of Wisconsin at Green Bay where he earned a Bachelor of Science in Chemistry/Human Biology. He continued graduate studies at University of Wisconsin, Madison, and went on to earn his medical degree from the Arizona College of Osteopathic Medicine in Glendale.

## POE Goes Live in Munson Healthcare System in April 2010

As an Army physician, **David Friar, MD**, first used Provider Order Entry (POE) in 1993. Sixteen years later, he remains highly enthusiastic about its value and utility as he helps the Munson Healthcare System launch POE in April 2010.

“POE can allow providers to enter orders more quickly than they currently do by hand,” said Friar, POE Project Champion and a hospitalist at Munson Medical Center and Mercy Hospital Cadillac. “It can eliminate handwriting errors, and, with the right rules and alerts activated, can help us avoid many other order entry errors. It is the final step in completing the electronic medication process that includes automated medication dispensing, eMar, and bar coding.”

Efforts to enhance patient safety, coupled with quality goals, have led hospitals in the Munson Healthcare System toward POE implementation. Medical orders entered electronically are automatically transmitted to the appropriate department.

“This project is driven by clinical needs of patients,” Friar said. “This will provide opportunities to implement best practices through clinical decision support, standardization, and reporting.”

The patient chart will be available to all members of the care team anywhere, at any time, including simultaneous access and offsite order entry. A committee of clinicians from participating hospitals is providing input for the project, which impacts physicians, nurses, therapists, and pharmacists.

Friar welcomes questions and input from physicians and providers across the Munson Healthcare System. Contact [physicianorderentry@mhc.net](mailto:physicianorderentry@mhc.net), or Friar at (231) 935-5000, or [dfriar@mhc.net](mailto:dfriar@mhc.net).

**“My experiences have convinced me that POE is not only the next step, but perhaps the most important step that we need to make in order to achieve a complete electronic medical record.”**

David Friar, MD, POE Project Champion

## Flu Facts



This year, there is both a seasonal flu vaccine and a vaccine for H1N1. The seasonal flu vaccine is unlikely to provide protection against 2009 H1N1 flu, and the 2009 H1N1 vaccine is not intended to replace the seasonal flu vaccine – they are intended to be used together.

Most people would benefit from receiving both vaccines if available. It is particularly important that persons between 6 months and 24 years, pregnant women, and those with underlying health conditions receive the H1N1 vaccine. For the seasonal flu vaccine, it is most important for children from 6 months through 18 years of age, anyone 50 years of age or older, pregnant women, and those with underlying health conditions.

Health care workers and people who live with or care for children under 6 months old should also be vaccinated against the H1N1 flu virus and seasonal flu.

No adjuvants will be used in the 2009 H1N1 vaccine or the seasonal flu vaccine. Vaccines will be available for children and adults in injectable and nasal formulations.

Some 2009 H1N1 vaccines will come in multi-dose vials and will contain thimerosal as a preservative. Single-dose units will not require the use of thimerosal. Also, the live-attenuated nasal version is produced in single units and will not contain thimerosal.

Numerous studies have evaluated if flu vaccines were associated with Guillain-Barre syndrome (GBS) and in most studies, no association was found. But two studies suggested that approximately 1 out of 1 million vaccinated people might be at risk for GBS associated with the seasonal influenza vaccine.

Both seasonal and H1N1 vaccines will be available through a variety of sources including Primary Care Providers, Munson Community Health Center, local clinics, schools, pharmacies, and health departments. For more information about ordering the H1N1 vaccine and resources in your area, please contact your local health department.

# H1N1

# Physician Opportunities

Do you have a peer looking for a new opportunity who would be interested in joining the largest physician network in northern Michigan?

Munson Healthcare, a nationally recognized, regional nonprofit system of eight affiliated hospitals with more than 700 affiliated physicians offers a continuum of health care in 55 specialties to people from 30 counties. Opportunities are available in a variety of specialties and locations including those listed here.

For more information, contact us at the numbers below.

**Kalkaska Memorial Health Center**  
**Mercy Hospital Cadillac**  
**Munson Medical Center**  
**Otsego Memorial Hospital**  
**Paul Oliver Memorial Hospital**  
**West Shore Medical Center**  
**Deborah Glicker**  
**Director of Physician Services**  
**& Recruitment**  
**(231) 935-5890 or**  
**1-866-637-6128**  
**dglicker@mhc.net**  
**munsonhealthcare.org**

**Heidi Henry**  
**Sr. Physician Recruiter**  
**(231) 935-7692 or**  
**1-877-711-6311**  
**hhenry@mhc.net**  
**munsonhealthcare.org**

**Cheboygan Memorial Hospital**  
**Shari Schult**  
**Executive Director of Patient Care Services**  
**(231) 627-1205**  
**info@cheboyganhospital.org**  
**cheboyganhospital.org**

**Mercy Hospital Grayling**  
**Susan Sanford**  
**Physician Recruiter**  
**1-800-395-4128**  
**ssanford@trinity-health.org**  
**mercygrayling.com**

<i>Specialty</i>	<i>Affiliate</i>	<i>City</i>
Anesthesiology	Mercy Hospital Grayling	Grayling
CRNA	Mercy Hospital Cadillac	Cadillac
Cardiology	Munson Medical Center	Traverse City
Dermatology	Mercy Hospital Cadillac	Cadillac
Dermatology	Munson Medical Center	Traverse City
Dermatology	Otsego Memorial Hospital	Gaylord
Emergency Medicine	West Shore Medical Center	Manistee
ENT/Otolaryngology	Otsego Memorial Hospital	Gaylord
Family Medicine	Mercy Hospital Grayling	Grayling
Family Practice	Kalkaska Memorial Health Center	Kalkaska
Family Practice	Kalkaska Memorial Health Center	Mancelona
Family Practice	Mercy Hospital Cadillac	Cadillac
Family Practice	Otsego Memorial Hospital	Gaylord
Family Practice	Paul Oliver Memorial Hospital	Frankfort/Empire
Gastroenterology	Munson Medical Center	Traverse City
General Surgery	Mercy Hospital Grayling	Grayling
Hematology/Oncology	Munson Medical Center	Traverse City
Hospitalist	Mercy Hospital Cadillac	Cadillac
Hospitalist	Cheboygan Memorial Hospital	Cheboygan
Hospitalist	Munson Medical Center	Traverse City
Infectious Disease	Munson Medical Center	Traverse City
Internal Medicine	Cheboygan Memorial Hospital	Cheboygan
Internal Medicine	Mercy Hospital Cadillac	Cadillac
Internal Medicine	Mercy Hospital Grayling	Prudenville
Internal Medicine	Munson Medical Center	Traverse City
Internal Medicine	Otsego Memorial Hospital	Gaylord
Internal Medicine	West Shore Medical Center	Manistee
Internal Medicine/Pediatrics	Mercy Hospital Grayling	Grayling
Internal Medicine/Pediatrics	Munson Medical Center	Traverse City
Neurology	Munson Medical Center	Traverse City
NP - Primary Care	Mercy Hospital Grayling	Grayling
OB/GYN	Mercy Hospital Cadillac	Cadillac
OB/GYN	Otsego Memorial Hospital	Gaylord
Orthopaedic Hand Surgery	Munson Medical Center	Traverse City
Orthopaedic Surgery	Mercy Hospital Cadillac	Cadillac
Orthopaedic Surgery	Mercy Hospital Grayling	Grayling
Orthopaedic Surgery	Munson Medical Center	Traverse City
Orthopaedic Surgery	Otsego Memorial Hospital	Gaylord
PA - Urology	Mercy Hospital Grayling	Grayling
PA/NP - Family Practice	Paul Oliver Memorial Hospital	Frankfort/Empire
PA/NP - Neurosurgery	Munson Medical Center	Traverse City
PA/NP - Orthopedics	Munson Medical Center	Traverse City
PA/NP - Primary Care	Mercy Hospital Grayling	Prudenville
Pediatrics	Mercy Hospital Grayling	Grayling
Psychiatry - Adult	Munson Medical Center	Traverse City
Rheumatology	Munson Medical Center	Traverse City
Urology	Mercy Hospital Grayling	Grayling
Urology	West Shore Medical Center	Manistee
Vascular Surgery	Munson Medical Center	Traverse City