

# MINNESOTA FAMILY PHYSICIAN

Newsletter of the Minnesota Academy of Family Physicians

July/August 2006

## Medical Home Commercial Debuts on Cable Show

By Kristie Thorson, MAFP Communications Coordinator

A 30-second commercial, created to introduce the concept of a medical home to Minnesotans, aired for the first time in June during the legislative cable show "Between the Lines." The public affairs program, which aired locally in the Fairmont/Blue Earth area for seven years, recently went statewide and is now cablecast throughout the state four times a day, seven days a week on three different cable systems. As a sponsor of this program, the MAFP medical home commercial will run once during each show until the end of the year.

The commercial, featuring Minnesota's 2006 Family Physician of the Year, Brian Bunkers, M.D., of Owatonna, was written by MAFP staff and then produced by Charter Media's production department.

Along with the show sponsorship, the commercial will also be aired twice a week in Charter Communications cable households on the following networks: CNN, The Weather Channel, TBS, ESPN and TNT.



"While it's difficult to fully explain what a medical home is in 30 seconds, I believe the commercial does a good job of getting the idea out there to viewers," said Amy Bonifas, M.D., chair of the MAFP Communications Committee. "We're hoping that legislators and other members of the public will become familiar with the concept and start thinking about it."

**Medical Home Commercial - Continued on page 5**

## MAFP Volunteers Promote a Healthy Lifestyle

By Kristie Thorson, MAFP Communications Coordinator

With record crowds pouring into the Science Museum of Minnesota to view the popular BodyWorlds exhibit, it was the perfect time for the MAFP to be hosting an obesity prevention exhibit of its own.

The exhibit, which is set-up for at least six hours on eight different Saturdays this summer, consists of various

education stations that promote healthy eating and exercise. Eighteen family physicians, family medicine residents and medical students volunteered to fill the Saturday shifts.



*Therese Zink, M.D., checks a guest's blood pressure while staffing the MAFP Obesity Prevention Exhibit at the Science Museum of Minnesota.*

During the exhibit, Science Museum

visitors are able to interact with MAFP volunteers, get their blood pressure taken, learn about their Body Mass Index (BMI) and try out several activities that teach healthy living. Some of those activities include sizing up what makes a serving, planning a nutritious meal with play food, and feeling what it's like

to have an extra five pounds around the waist by using a fat replica. Guests are also able to

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# Coming Up

## The Calendar

Sept 4	Holiday, MAFP Office Closed
Sept 14-15	MMA Annual Meeting
Sept 16	Residency Program Luau, Radisson Hotel, Roseville
Sept 22-23	Making an EMR Work, Mayo Clinic, Rochester
Sept 26 - Oct 1	AAFP Annual Meeting, Washington, D.C.
October 21	MAFP Board Meeting, Location TBD
April 18-20	MAFP Annual Meeting and Spring Refresher, RiverCentre, St. Paul

## Continuing Education Courses

### Provider/Patient Communications Skills Course

Date(s): September 13, 2006  
Sponsor: Mayo School of CME  
Location: Radisson Plaza Hotel  
Registrar: (507) 266-2292  
Approved for 4.25 Prescribed Credits & .25 Elective Credits

### 24th Strategies in PC Med

Date(s): September 21 - 22, 2006  
Sponsor: HealthPartners  
Location: Holiday Inn Metrodome  
Registrar: (952) 883-6224  
Approved for 14.25 Prescribed Credits

### State of the Art Thrombophilia

Date(s): September 21 - 23, 2006  
Sponsor: Mayo Foundation  
Location: Mayo Clinic  
Registrar: (507) 538-6641  
Approved for 16 Elective Credits

### Making an EMR Work

Date(s): September 22 - 23, 2006  
Sponsor: High Performance Physician Institute  
Location: Methodist Hospital, Rochester  
Registrar: (877) 599-5119  
Approved for 14 Prescribed Credits

### Mayo Clinic Nutrition in Health/Disease

Date(s): September 28 - 29, 2006  
Sponsor: Mayo Foundation  
Location: Minneapolis Marriott City Ctr.  
Registrar: (507) 284-0026  
Approved for 14 Prescribed Credits

### 9th Twin Cities Marathon Sports Medicine Conference

Date(s): September 29 - 30, 2006  
Sponsor: University of Minnesota  
Location: The Depot  
Registrar: (612) 626-7600  
Approved for 10.75 Prescribed Credits

For more CME opportunities, please visit our website at [www.mafp.org/cmeupcoming.asp](http://www.mafp.org/cmeupcoming.asp).

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- *Communications Coordinator*

## Fitness Lessons to Share with Patients

**O**n June 17, 2006, I became a marathoner. I'm wearing my finisher's medallion from Grandma's Marathon in Duluth as I write this column. For those of you who have been runners for many years, my time of 4:49:36 may not seem too impressive, but considering I'd never run more than a mile in my life before last summer, I am quite pleased with it. Other than a blister on my right foot and a bit of aching in the legs, I really felt pretty good.

It's amazing what our bodies can accomplish if we work at it. Two years ago, the thought of any steady exercise, let alone a marathon, seemed inconceivable. But as we steadily increase the demands on our bodies, they accommodate by getting stronger. Our bodies were designed to be active. Our society unfortunately encourages a sedentary, indulgent lifestyle. Many of us need to relearn being active—or perhaps learn for the first time.

Here are a few things I've learned about fitness over the last two years that I've been trying to impress on my patients:

**Focus on activity rather than weight loss.** Everyone seems to be interested in losing weight. There are lots of diets and programs out there claiming to be the solution. However, getting lasting results seems to elude most people, leading to discouragement. Focusing on activity levels is much more achievable. It's much easier to feel successful committing to exercising for 30 minutes 5 days a week than to plan to lose 20 pounds. The goal of exercising regularly is more controllable than losing weight, which is dependent on several variables. Maintaining success is key to maintaining motivation. In addition, I think more and more evidence points to lack of exercise being a much bigger threat to health than obesity.

**Time beats intensity.** Many people seem to think that you aren't really exercising unless you feel exhausted and have a hard time breathing. While running burns more calories than walking, walking for an hour burns more calories than running for 15 minutes. Also, for improving most health measures, more time spent improves outcomes more than intensity. Obviously, it's also safer and easier to start off. Even for high-end athletes training for increased performance, it's recommended that there be a significant base of lower to moderate intensity exercise with less frequent, shorter periods of high intensity training. Our bodies need consistency of activity first, with bursts of high intensity followed by recovery if we want to increase maximum performance.

**Set realistic, short term goals.** Don't decide to run or bike for 2 hours a day if you've been a couch potato for years. Start off with a commitment of 15 minutes a day. As you meet your goals for a period of time, then go ahead and set longer ones. I didn't set out to run a marathon when I decided to try running last summer. I just decided to try running for something different to do and to find something that would be easy to do when traveling. I started running alternating with walking at home for about a half hour at a time to get comfortable enough with running so I wouldn't look like I was struggling so much when out in public on trips. I was figuring on getting used to running easily for 1-3 miles at a time. As I got used to it, and was surprised to actually enjoy it, I found I was running more like 5-8

## President's

## Message

By Randy Rice, M.D.



miles over a couple hours. From there one thing led to another and eventually Grandma's Marathon.

**Make time.** I used to feel I was too busy or too tired to exercise. A quote I have on a plaque attributed to Edward Stanley, the 15<sup>th</sup> Earl of Derby, states, "Those who think they have not time for bodily exercise will sooner or later have to find time for illness." Perhaps I learned that lesson a bit late to prevent my diabetes, but I hope to prevent further problems. A friend of mine who took up exercising after a heart scare and being diagnosed with diabetes once told me that he just figured he had a part time job of keeping himself healthy. I've decided that's not such a bad attitude to take. And if we can make that commitment in our busy schedules, it helps defuse one more excuse from our patients. It's about creating habit. Research indicates it takes 1-2 years for something to become habit. Most of us stick with lifestyle changes for about 3 weeks to 3 months. That means we are always struggling with the hard part and never getting to where it's second nature.

**Find activities that you enjoy.** It's much easier to commit to do something if it's something that excites you. Likewise, if you hate something, chances are you'll never stick with it. Or find activities that allow you to do something else you enjoy at the same time. Walk and talk with a friend or spouse. Watch TV or read while using exercise equipment. Listen to books on CD. I heard about someone who committed to only listening to recorded books while exercising and often found herself exercising for much longer times in order to get through a book.

**Create variety.** After I finished Grandma's, my son asked my wife, "What's next, a triathlon?" I'm not sure what's next, but he's right that I have been looking for new activities and challenges to keep things interesting. Setting new challenges helps with motivation. Trying and hopefully succeeding at new and different activities reduces boredom. Sort of like why I'm in family medicine—I like doing a bit of many different things. And the experts will say that it's healthier for the body to "cross train." Using different muscles in different ways improves overall health and performance.

My hope is that sharing some of what I've learned might help you as you try to get your patients motivated. Or maybe get motivated yourself. Good luck setting the pace for your patients and modeling an active life.

*Randy Rice*

# What's New

## ► Family Physician Rally on Capitol Hill

For the first time ever, the AAFP will hold a family physician rally on Capitol Hill in Washington, D.C., to telegraph the urgent need for health system reform to the U.S. Congress, congressional candidates in the November election, CMS and the Bush administration. All AAFP members are urged to attend the Sept. 27 event, scheduled for 10 a.m. on the West Lawn of the Capitol. The Vote for America's Health Capitol Hill Rally will be held in conjunction with the AAFP Scientific Assembly Sept. 27-Oct. 1 in Washington. AAFP leaders will speak during the rally. Congressional leaders will be invited to speak, as well.

## ► Media Spotlight on Members

**David Luehr, M.D.**, Cloquet, was quoted in a *Star Tribune* article on June 22nd. The article was about a new campaign by health professionals to educate patients and doctors about the most effective drug treatments. **Patty Hook, M.D.**, Onamia, was quoted in a *Mille Lacs Messenger* article about a first-grader recovering from meningoencephalitis. **Tim Komoto, M.D.**, appeared in a KARE-11 television story on June 23rd regarding falling pay for family physicians. **Bobbi Kostinec, M.D.**, Rochester, was featured in a *Minnesota Medicine* article about parents dealing with autism. The article was published in March.

## ► "Transcending Tradition"

As previously announced, Timothy Komoto, M.D., is running for President-Elect of the American Academy of Family Physicians. Elections will be held this September during when the Congress of Delegates meets in Washington, D.C. "Transcending Tradition" is the theme of Dr. Komoto's campaign. He will emphasize the importance of moving forward without losing the traditional values of family medicine. Dr. Komoto will be among three candidates vying for the top national leadership position in the specialty. Financial contributions to the campaign are welcome. Please send checks to the MAFP office in care of the Komoto Campaign, 600 S. Highway 169, Suite 1680, St. Louis Park, MN 55426.



## ► MAFP Members Receive Awards

**Raymond Christensen, M.D.**, Duluth, was given the Harold S. Diehl Award in May by the University of Minnesota Medical Alumni Society. The prestigious lifetime award is granted to individuals who have made outstanding professional contributions to the Medical School, the University, and the community. The Medical Alumni Society honored Dr. Christensen for his lifelong commitment to improving patient care in Minnesota's rural areas. **Mike Hooley, M.D.**, received the 2006 Clinical Excellence Award from the HealthEast Care System. Dr. Hooley was selected from more than 100 clinicians. He practices at the HealthEast Roselawn Clinic in St. Paul.

## Membership Report May 1, 2006 - June 30, 2006

### New Active Members

**Julie Hoffman, M.D.**, Roberts, WI

**James Johanson, M.D.**, Chanhassen

**Bruce Rorem, M.D.**, Plymouth

**Ann Marie Sheffels, M.D.**, Osseo



### In Memoriam

**Edward W. Ciriacy, Sr., M.D.**, Lino Lakes  
Member since 1955  
MAFP President 1967-1968

### MAFP Membership

(As of 5/31/06)

Active = 2,055

Resident = 263

Student = 537

Life = 236

Inactive = 39

Supporting = 2

**Total = 3,132**

# Who Will Represent You at the National Conference of Special Constituencies?



By George Schoephoerster, M.D., Chair, Leadership Development Committee

The MAFP is looking for members who have an interest in issues specific to women, minorities, new physicians (completed residency within the last 7 years), international medical graduates and gay/lesbian/bisexual/transgender. The conference provides a wonderful forum for networking with those who share common concerns and enhances your effectiveness within your Academy.

**"I had a wonderfully amazing experience. Members participated in very dynamic sessions for the purpose of identifying the issues unique to their constituency. I saw how an individual can eventually shape the future of family medicine."**

- Apeksha Tripathi, M.D., Woodbury

The MAFP will choose one member in each constituency to serve as our representative at the NCSC on May 3-5, 2007.

Please check your calendar and volunteer.

To be considered, submit your name and email address to Arlene Lensing at [alensing@mafpa.org](mailto:alensing@mafpa.org) or call 952-542-0130. Even more importantly, if you know someone whom you think would have much to offer and might be interested, please forward their name as well. The committee will begin the selection process mid-September.

As the MAFP representative to the NCSC, you will discuss issues, write resolutions, take part in reference committee hearings, and vote on resolutions in business sessions. You will also have time to attend sessions of the Annual Leadership Forum to enhance your professional and personal growth.

## Continued from page 1 - Medical Home Commercial

Members of the Communications Committee decided to pursue the idea during its March conference call and then asked the MAFP Board to approve the funding in April. The MAFP owns the commercial and could



purchase additional airtime at a later date, possibly targeting more of the Twin Cities metro area.

The text of the commercial is as follows:

**Family Physician:** Everyone needs a place to call home - the same applies to healthcare.

**Voice Over:** The key to good health is working with doctors who know you and your family and can help you make choices that will fit your needs. It's a place that coordinates all of your care from regular check-ups to specialized treatment. A place that uses the latest technology while providing personalized care. It's a concept that will bring affordability back to health care.

**Family Physician:** Minnesota family physicians believe everyone should have a medical home. Better for Minnesota health care - Better for Minnesotans.

The "Between the Lines" show can be seen on the cable systems listed below:

**Charter Cable: Channel 14, 1 p.m. and 1 a.m. daily; 8 a.m. and 8 p.m. daily**

Cities: Rochester, St. Cloud, Duluth, Alexandria, Rosemount, Apple Valley, Brainerd, Mankato, Buffalo Marshall, Willmar, Wood Lake, Red Wing, Lakeville, Big Lake, Elk River, Monticello, Sauk Rapids, Waite Park, Spicer, Farmington, Northfield, Albert Lea, Austin, Faribault, Bemidji, Grand Rapids, Hibbing, International Falls, Owatonna, Pequot Lakes and surrounding areas.

**Comcast Cable: Channel 13, Sundays, 9:30 a.m.**

Cities: Afton, Andover, Anoka, Arden Hills, Bayport, Birchwood, Blaine, Brooklyn Center, Brooklyn Park, Burnsville, Centerville, Champlin, Circle Pines, Columbia Heights, Coon Rapids, Cottage Grove, Crystal, Dellwood, Denmark, Eagan, Falcon Heights, Gem Lake, Golden Valley, Grant, Grey Cloud, Ham Lake, Hastings, Hilltop, Inver Grove Heights, Lake Elmo, Lakeland, Lakeland Shores, Landfall, Lauderdale, Lexington, Lilydale, Lino Lakes, Little Canada, Mahtomedi, Maple Grove, Maplewood, Mendota, Mendota Heights, Mounds View, New Brighton, Newport, North Oaks, North St. Paul, Oak Park Heights, Oakdale, Osseo, Plymouth, Ramsey, Robbinsdale, Rogers, Roseville, St. Anthony, St. Mary's Point, Saint Paul, Saint Paul Park, Shoreview, West Saint Paul, White Bear Lake, Willernie, Woodbury and surrounding areas.

**Time Warner: Channel 15, SW system, 5:30 p.m., Thursdays; 8 p.m. Saturdays**

Eden Prairie, Edina, Hopkins, Minnetonka, and Richfield.

# Gear Up for the 2006 Residency Program Luau for Medical Students

## Aloha Medical Students!

The Luau is your chance to get insider information on planning your career in Family Medicine and visit tons of residency programs all in one place!

This year, the Luau moves to Saturday, September 16 from 8:00 am – Noon at the Radisson

Hotel Roseville. Family Physicians will share their expertise on *Financial Planning, Making the Most of Your Application & Interview, Fellowships in Family Medicine* and *What do People do All Day? Opportunities in Practices*. Each presentation is scheduled for 20 minutes so you'll have time to get them all in.

This event is **FREE** for medical students and their guests.

Visit <http://www.mafp.org/luaregistration.asp> to register online. You can also register by calling the MAFP office at (800) 999-8198 or (952) 542-0130.

View of a list of residency programs taking part in the Residency Program Luau at <http://www.mafp.org/luaprograms.asp>.

# Luau

## Here's the Plan

**8:00 a.m. - 10:30 a.m.**

Breakfast/Visit Residency Programs

**10:15 a.m.**

Prize Drawings (win something neat)

**10:30 a.m. - Noon**

Small Group Presentations (Financial Planning; Making the Most of Your Application & Interview; Fellowships in Family Medicine; What do People do All Day? Opportunities in Practices)

## Don't Let Anything Stop You!

**Carpool and We'll Pay for the Gas** Driving from Duluth or Mayo? Pack four students (counting you) into your car and we'll pay for the gas. Or, check the box on the registration form and we'll find you some buddies.

**Need a Lift?** Transportation deficiency? Check the box on the registration form and we'll find you a lift to the Luau.

**Free Zzzzzs** Come into town on Friday night so you won't have to get up at the crack of dawn on Saturday morning. Check the box on the registration form and we'll find you a place to sleep, for FREE.

**Got questions?** Call Lisa Regehr or email [lregehr@mafpp.org](mailto:lregehr@mafpp.org).

## Continued from page 1 - Obesity Prevention

pick-up a brochure featuring tips on weight control and collect healthy recipes that were recommended by Minnesota family physicians.

This is the second year that the MAFP is hosting the obesity prevention exhibit at the Science Museum. The Communications Committee approved the content of each of the educational stations. This year, there are two new stations. One allows guests to compare and contrast the amount of fat in favorite fast food items such as chicken nuggets, hamburgers and tacos. Another, allows guests to figure out how much sugar they drank in a year due to sugar-sweetened softdrinks and demonstrates how much sugar a person would consume after drinking just one regular pop a day for three months.

The obesity prevention exhibit will run Saturdays from 11 a.m. - 4:00 p.m. through August 12, 2006.



*Volunteer, Maggie McEvoy, MS4, next to the "Think What You Drink" station. The plastic container shows how much sugar a person would consume if they drank one can of regular pop a day for three months.*

## Thank You to All Obesity Prevention Exhibit Volunteers

Tanya Bailey  
Janet Chestnut, M.D.  
Laurel Hansen, M.D.  
Andrew Hollatz  
Danah Holman  
Anne Jacob, M.D.  
Phil Keppeler  
Laura Knudson  
Jessica Laurence  
Jason Lee  
Lissa Lubinski  
Maggie McEvoy  
Smita Ojha, M.D.  
Chad Ramler  
Lucie Turcotte  
Jim Welters, M.D.  
Heidi Wuerger, M.D.  
Therese Zink, M.D.

## Local Chapter Experience

### Lake Superior Chapter Volunteer Night on the Superior Hiking Trail

By Carol Farchmin, President, Lake Superior AFP

Our group met at 6 p.m. and had a "tailgate" picnic supper where the next section of the Superior Hiking Trail is being completed in Duluth. Judy Gibbs, the Duluth trail volunteer coordinator met us there, gave us a short tour of a nearby trail section that was finished and then sent us off. Some of us, including the kids, carried lumber for construction of boardwalk. Others clipped brush, chopped out stumps, raked, leveled trail, and built boardwalk. Judy gave us a lesson about the difference between Buckthorn and Hawthorn, showed us what a pinecone looks like after a Crossbill eats its seeds and clarified where the trail should go. I believe she was truly impressed by



Members of the Lake Superior AFP Chapter and their families volunteered to help clean-up a portion of the Superior Hiking Trail.

the stamina and good humor of our youngest members.

Steve Long didn't need an iPod as his youngest supplied humming from his Gerry pack. The Hutchinson boys came with their own rake and hoe, the Reichhoff kids had more energy left than most of the adults at the end of the night. Mark Boyce again proved his skill as a rock mason, Doug Wendland welded the Pulaski and Patty Mayer can now tell you what a MacLeod is. Lynn MacLean provided the photo. Cloud cover may have kept us from enjoying the full moon but we definitely enjoyed the company! There is already talk

of making a yearly commitment to maintain a section of trail. We're contemplating ways to encourage our patients to get out on the trail, too.

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# THE BULLETIN BOARD



## Limited MCV4 Supply/MnVFC Program

On May 19, 2006, the CDC published a Notice to Readers regarding the limited supply of meningococcal conjugate vaccine (MCV4, Menactra), with a recommendation to defer vaccination of persons 11 to 12 years of age. The MnVFC program is following these recommendations, which is a change from the original guidelines provided in August 2005 when Menactra was added into its program.

Providers will need to follow the revised recommendations for their MnVFC-eligible patients. To see the full text of the recommendation, please go to the CDC web link at [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm55d520a1.htm?s\\_cid=mm55d520a1\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm55d520a1.htm?s_cid=mm55d520a1_e).



## MAFP Sends Appreciation Letter to Regions Residency Program

June 22, 2006



Marianne Clinton-McClausland, M.D.  
Regions Family & Community Medicine Residency  
864 Arcade St  
St. Paul MN 55106-3852

Dear Director, Faculty & Staff,

The Minnesota Academy of Family Physicians is disheartened by the closing of the Regions Residency Program and wish to extend our appreciation for all that you and your program have brought to the Academy, family medicine, and patients over the years.

The Robert Graham Center, a division of the AAFP, tracks resident graduates and where they are practicing. Of the 244 graduates, 68% are practicing in Minnesota. That is a great achievement. Also impressive is that 179 of your graduates (73%) practice in designated Health Professional Shortage Areas. What a testimonial to your mission "to teach and provide high quality, caring family medicine in partnership with communities of need."

As an organization, we have also reaped the benefit of having your graduates and faculty as members and leaders in our organization. Currently, 141 of the graduates in Minnesota are Academy members. The excellence of the Regions Residency Program will continue to enrich family medicine for many years.

Sincerely,

Randy Rice, M.D.  
President



## Are You Having Trouble Receiving Your MAFP Email?

Depending on which Internet Service Provider (ISP) and email service you use, email sent to you from the MAFP may be blocked by your ISP, email software, spam blocking feature or even by the institution which maintains your work email services (such as a hospital or university). To ensure delivery of important email communications you may need to "whitelist" the MAFP as a safe email sender. Since there are many possible obstacles to email delivery there is not one sure method for whitelisting emails, but some general tips are:

- Contact your ISP directly to request that emails originating from address with the extension @mafp.org be whitelisted.
- If your ISP or particular software have spam blocking features, you can whitelist incoming emails directly. Check for a folder holding suspected spam emails and whitelist from there.
- Check your email's security settings - you may need to adjust your options.
- If you are still unsure of what is being blocked, contact your ISP or email provider directly for more specific information or instructions.



## Cystic Fibrosis Newborn Screening

In March 2006, the Newborn Screening Program began screening all Minnesota newborns for cystic fibrosis. The screening impacts family physicians who may be caring for infants with positive screens. As of June, six babies are already benefiting from early diagnosis and treatment. A full news release from the Minnesota Department of Health about the screening can be found by going to the MAFP website home page at [www.mafp.org](http://www.mafp.org) and following the Cystic Fibrosis Newborn Screening link.



## Get Fit with Other Family Physicians

The MAFP President wants to encourage members to be active and serve as role models for their patients. In order to give members the opportunity to team up with other members on fitness activities, he has suggested the Academy set up a page on the MAFP website for members to list activities that they will be involved with in the coming year. For example, local bike rides, marathons or walks. Some of these activities require teams and fundraising. Others are just for fun or have a registration fee. If you would like to add a fitness activity to the website, please email the information to [ktorson@mafp.org](mailto:ktorson@mafp.org).



# MINNESOTA ACADEMY OF FAMILY PHYSICIANS FOUNDATION NEWS



*The mission of the MAFP Foundation is to support family physician health care delivery, research and education, and to promote the specialty of family medicine.*



## Goals - Fluid and Adaptable

*By Louise Mattson, M.D.  
MAFP Foundation President*

Each year, the MAFP Foundation holds a Board Retreat in September. We review our mission (refer above),

discuss current and potential programs, and check our alignment with the Foundation's strategic plan. Strategic planning often fails because the plans become rigid. The organization can get locked into place with a three to five year plan. Conditions change, and the plan loses its usefulness.

*Strategic management* recognizes that plans/goals must be fluid and adaptable. We don't necessarily have to give up our goals, but we may have to modify the path we take toward the achievement of those goals.

Our 2006 retreat, on September 19, will include a presentation on the *Chronic Disease Self Management Workshop (CDW)* program that was recently initiated by **Dawn Blomgren, M.D.**, 2005 MAFP Family Physician of the Year. Currently, the MAFP Foundation is the fiscal agent for the CDW program. The Foundation Board and Dr. Blomgren wish to explore the future of the CDW program as a possible MAFP Foundation program. CDW is community-based and focuses on patient education – helping patients with long-term health conditions such as chronic pain, obesity and diabetes adapt to their illness and make lifestyle changes.

In relation to the CDW program and the Foundation's core programs, the Board will discuss current Foundation staffing and financial resources and what is needed for future program growth over the next one to three years.

I am pleased to announce the results of the Foundation's fund development activity during the 2006 House of Delegates (HOD)/ Spring Refresher. The MAFP Past- President's/HOD Challenge contributions have totaled \$6,420! Thirty-five percent of the HOD members and 95 percent of the MAFP Past-Presidents contributed!

Thank you! Your contributions allow us to continue to fund quality programs, which directly support both the specialty of family medicine and the health care of your patients.

*The MAFP FDN donor list is confidential. We do not sell, share or loan it.*

## Minnesota - Land of 2.4 Million Volunteers

Yes, Minnesota is the 3<sup>rd</sup> highest of the 50 states in volunteerism! And, those 2.4 million are only those volunteers over the age of 18! That's 67 percent of Minnesotans. Using national volunteer time rates, those volunteers gave almost \$8 billion worth of their time. (U of M Center for Survey Research 2004) Hats off to our MAFP board/committee volunteers, and to any church, social justice, youth program, civic, or neighborhood volunteer activities you do!

## Collaboration Pays Off

The MAFP Foundation has, over that past 4 years, consistently been approached by other national/Minnesota health care related organizations to work together in mission related programs. We are gaining visibility for family medicine. Here are updates on two of those initiatives:

*Medicare Part D* – Some 433,363 Minnesotans now have prescription drug coverage through Medicare. Of Minnesota's approximately 711,500 Medicare beneficiaries, at least 77% now have some type of drug coverage. To obtain Medicare's state-by-state enrollment data, log onto [http://www.cms.hhs.gov/PrescriptionDrugCovGenIn/02\\_EnrollmentData.asp](http://www.cms.hhs.gov/PrescriptionDrugCovGenIn/02_EnrollmentData.asp)

*Partnership for Prescription Assistance (PPA)* – links people up with programs that provide lower-cost and free medications...a clearinghouse of the 470-some prescription assistance programs. In Minnesota, 19,016 of 22, 833 individuals have found programs through the PPA for which they are eligible – an 83% match rate. ([www.pparxmn.org](http://www.pparxmn.org) or 1-888-477-2669)

## Foundation Awarded Health Literacy Grant

The announcement came from AAFP Foundation President, **Jerry Rogers, M.D.**: "Congratulations! The Minnesota Academy of Family Physicians Foundation is recipient of one of four \$5,000 Health Literacy State Grant Awards for 2006 for your collaborative project titled 'The Multilingual Health Resources Exchange'. We are very pleased that through collaboration you are addressing some of the health literacy issues in the State of Minnesota". The grant funds were provided by AstraZeneca, and distributed through the AAFP Foundation.

Did you know: That in the year 2000, 9% of Minnesotans identified themselves as nonwhite? That the nonwhite population is projected to rise to 13% by 2015, and to 16% by 2030? That the Hispanic/Latino population in MN is projected to triple by the year 2035? By 2010, the nonwhite population will account for more than 38% of total growth; by 2030, more than half of total growth? (*MN State Demographic Center 2005 report*)

For free online CME and CEU training in Cultural Competency, go to [www.thinkculturalhealth.org](http://www.thinkculturalhealth.org).



**Affiliated Community Medical Centers, Willmar, MN:** Physician-owned multi specialty clinic is seeking a full-time physician to join the Family Practice Department in their Willmar, Granite Falls and Marshall affiliates. These positions offer a guaranteed salary plus production incentive and an outstanding benefit package. For further information please contact Kari Bredberg, Physician Recruitment Coordinator, Affiliated Community Medical Centers, 101 Willmar Avenue SW, Willmar, MN 56201, 320-231-6366 or e-mail [karib@acmc.com](mailto:karib@acmc.com).

**Columbia Park Medical Group Urgent Care Opportunities – Full-time and Moonlighting.** Columbia Park Medical Group is expanding our Urgent Care Department and recruiting physicians for both full-time and moonlighting opportunities. Set within our multi-specialty practice, our urgent care department offers a broad range of acute care needs, including pediatrics, geriatric, orthopedics, and minor trauma. Dedicated and experienced nursing and administrative staff, on-site lab and radiology services support our urgent care physicians. Attractive compensation and benefits package with shareholder opportunities. Contact: Judy Brown, Physician Services, Columbia Park Medical Group, 6401 University Avenue NE, Suite #200, Fridley, MN 55432. Telephone: (763) 586-5876. E-mail: [judybrown@cpmg.org](mailto:judybrown@cpmg.org). Website: [www.cpmg.org](http://www.cpmg.org)

**Columbia Park Medical Group** presently has several opportunities for BC/BE family physicians for our multi-specialty group practice based in the northern suburban communities of the Twin Cities. We are an *independent, physician-owned and led* group practice with over 90 physicians representing 21 specialties. Our family physicians enjoy an excellent call schedule, a one-hospital practice, and the opportunity to pursue individual medical interests. We offer a comprehensive compensation and benefits package with shareholder opportunities. Contact: Judy Brown, Physician Services, Columbia Park Medical Group, 6401 University Avenue NE, Suite #200, Fridley, MN 55432. Telephone: (763) 586-5876. E-mail: [judybrown@cpmg.org](mailto:judybrown@cpmg.org). Website: [www.cpmg.org](http://www.cpmg.org)

**Chippewa County-Montevideo Hospital and Clinics, Montevideo, MN:** We are a critical access hospital with a provider based clinic on our Montevideo campus and three satellite clinics in the surrounding communities of Clara City, Clarkfield and Milan. We have an opportunity for a full-time Family Practice Physician. Practice includes outpatient, inpatient, ER coverage and OB. CCMH & Clinics is a leading provider of primary care, surgical services and outreach specialty care in the beautiful Minnesota River Valley. We offer an excellent benefit package with guaranteed salary plus production incentives and paid liability insurance. Please contact Mark Paulson, Administrator, CCMH & Clinics, 824 North 11<sup>th</sup> Street, Montevideo, MN, 56265, 320-269-8877 or e-mail [markp@montevideomedical.com](mailto:markp@montevideomedical.com).

**MeritCare Health System** is seeking BC/BE Family Medicine physicians to join staff in several of our 26 clinic locations. Clinic-based opportunities are available in Minnesota and North Dakota. You have your choice of urban or rural locations. Each community offers its own unique setting and personality. These are excellent practice opportunities with competitive salary and benefits, packages being offered. MeritCare Health System, with main offices located in Fargo, North Dakota is a fully integrated 411-physician multi-specialty group practice and 583-bed tertiary/trauma hospital including the 60-bed Children's Hospital and 26 regional clinics in two states. AA/EOE. Drug free work place. Relocation assistance is provided. Visit our website: [www.meritcare.com](http://www.meritcare.com) or contact: Jill Gilleshammer, Physician Recruiter, P O Box MC, Fargo, ND 58122-0385; 1-800-437-4010, extension 280-4856; Fax 701-280-4136; Email: [Jill.Gilleshammer@meritcare.com](mailto:Jill.Gilleshammer@meritcare.com)

**Apple Valley Medical Clinic**, a full service, independent family practice clinic serving the fast-growing south suburbs of the Twin Cities, will have a fulltime opening in 2007 for a BC/BE family physician. In addition to our family practice program with 14 family physicians, we operate a unique 24/7 urgent care program, occupational health services, and offer convenient on-site access to a pharmacy, physical therapy, and full array of specialties in our modern and expanding clinic building. Our practice is physician-owned and governed. Please e-mail your resume to [dshaw@applevalleymc.com](mailto:dshaw@applevalleymc.com) or call Doug Shaw, administrator, at 952-953-9285 for more information.

**Fairview Health Services** - Would you like to be in a 60-mile radius of the Twin Cities but still practice full-scope family medicine? Would you like to live in a community that is scenic and quiet, yet a quick freeway drive to the metro? Would you like to live in an area where you can still find affordable house and have options for lakeshore property? All of our clinics offer 4-day work weeks and options for rounding. Fairview Milaca Clinic-Call is 1:22/1:10 weekend, OB preferred, 17 miles north of hospital in Princeton. Fairview Rush City Clinic-Call is 1:28, OB optional, 27 miles north of hospital in Wyoming. FV Zumbrota Clinic-Call is 1:11, hospitalist service available, 23 miles from hospital in Red Wing. Please call 612-672-2288 or 800-842-6469 (TTY/ 612-672-7300), fax 612 672-2986, e-mail [recruit1@fairview.org](mailto:recruit1@fairview.org) or visit our Web site, [www.fairview.org](http://www.fairview.org) EOE

**Fairview Mesaba Clinics**, part of Fairview Range Regional Services is seeking a family medicine provider to join their Hibbing site. The clinic is housed within the 175 licensed-bed hospital and is 3 hours north of the Twin Cities metropolitan area. This is a 6-provider group. OB is optional. Call is 2-3 overnights/month. Fairview Range Regional Health Services combines the area's finest medical services to provide the most comprehensive health care system on the Iron Range and Northeast Minnesota. This locally integrated health care system is comprised of three entities: Fairview University Medical Center- Mesabi- main facility, located in Hibbing; Fairview Mesabi Clinics-community-based clinics throughout the region, with sites in Hibbing, Chisholm, Mountain Iron and Nashwauk; and Fairview HealthLine-which provides the community-based home health care and hospice services that support and complement both UMCM and Mesaba Clinics in the overall continuum of patient care. Please call 612-672-2288 or 800-842-6469 (TTY/ 612-672-7300), fax 612 672-2986, e-mail [recruit1@fairview.org](mailto:recruit1@fairview.org) or visit our Web site, [www.fairview.org](http://www.fairview.org) EOE

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**Fairview Northland Medical Group** is a primary care practice comprised of 4 clinics located in Elk River, Zimmerman, Princeton and Milaca, MN with close proximity to the metro area. All clinic sites are a short drive to the 54-bed hospital. Physicians perform in-clinic obstetrical ultrasounds and nonstress testing, as well as a full array of office procedures. Obstetrics is desired at most locations. High-risk and c-section coverage provided. This growing practice seeks family medicine physicians to join teams in each of their sites. Call: 1:22 weeknight, 1:10 weekend (one day/weekend). Please call 612-672-2288 or 800-842-6469 (TTY/ 612-672-7300), fax 612 672-2986, e-mail [recruit1@fairview.org](mailto:recruit1@fairview.org) or visit our Web site, [www.fairview.org](http://www.fairview.org) EOE

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**HealthPartners Medical Group, Mpls./St. Paul - Urgent Care:** We have part-time or benefited Urgent Care positions available at a variety of our Twin Cities' metro area HealthPartners and RiverWay Clinics. We're seeking BC/BE full-range family medicine, trauma-skilled internal medicine, and internal medicine-pediatrics (Med-Peds) physicians. Qualified candidates must have scheduling flexibility and a willingness to travel to different clinic locations. We provide paid malpractice coverage and an excellent salary. Website: [www.healthpartners.com](http://www.healthpartners.com) To apply for our Urgent Care positions, please e-mail your CV and cover letter to Diane Collins at [diane.m.collins@healthpartners.com](mailto:diane.m.collins@healthpartners.com) or FAX to (952) 883-5395. For more details, call Diane at (952) 883-5453 or (800) 472-4695. EO Employer.

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**Mercy Medical Center-North Iowa:** Enthusiastic Family Physicians needed for thriving rural communities in north central Iowa. Affiliate with ten rural hospitals and 44 clinics in network. Obstetrics required in Algona, Cresco, Emmetsburg and New Hampton. No Obstetrics in Ackley, Belmond and Hampton. First year salary guarantee, second year production; comprehensive benefits package and a lifestyle that epitomizes the best of Midwest living. Your owe it to yourself to learn more! Contact: Denise Siemers, Physician Recruitment Leader, Mercy Medical Center-North Iowa, 1000 4th Street SW, Mason City, IA 50401. Toll free: (888) 877-5551; e-mail ([siemersd@mercyhealth.com](mailto:siemersd@mercyhealth.com)) or fax (641) 422-6494.

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**Scenic Rivers Health Services - Cook, MN:** Four seasons recreation in northern St. Louis County: canoe/kayak, fish, hunt, hike, cross country ski, snowmobile. Scenic Rivers Health Services seeks BC/BE Family Practice Physician to join 1 FP and 1 IM. No OB. Practice includes outpatient, inpatient and ER call coverage. No buy in. Excellent benefits package. Salary is above the national average for Community Health Centers Practice. Current HPSA score indicates possible federal/state loan repayment opportunities for eligible physicians. Contact Elizabeth Storm, 218-666-5102; Scenic Rivers Health Services, 20 5<sup>th</sup> St SE, Cook MN 55723; [estorm@cook.sisunet.org](mailto:estorm@cook.sisunet.org).

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**Aspen Medical Group in St. Paul, Minnesota,** seeks full time and moonlighting BC/BE family practice physicians to join our Urgent Care Clinics in Bloomington, Maplewood and St. Paul. **Full Time** consists of a combination of days, evenings and weekend hours. **Moonlighting** consists of evening and weekend hours. Our clinics are fully staffed with lab, X-ray, MRI, CT, nursing staff and on-call specialists. All candidates must have a MN license and DEA registration. Will consider 2<sup>nd</sup> and 3<sup>rd</sup> year residents. Please contact Julie Juba at 866.415.2600, via email at [jjuba@aspenmed.org](mailto:jjuba@aspenmed.org) or fax your CV to 651.642.2796.

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**Allina Hospitals & Clinics** is a group of 11 hospitals and 65 clinics in Minnesota and western Wisconsin. We are proud of our values and of the difference we are able to make in the lives of many. If you are guided by these values...We have a place for you. We currently have Family Practice opportunities in Urban, Suburban and Rural locations throughout Minnesota. For more information on our Family Practice opportunities please visit our website at [www.allina.com](http://www.allina.com). We offer a competitive salary, comprehensive benefits package and malpractice insurance. Phone: 1-800-248-4921 Fax: 612-262-4163 E-mail: [recruit@allina.com](mailto:recruit@allina.com) [www.allina.com](http://www.allina.com) EOE

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**North Memorial** is presently recruiting for BC/BE family physicians to join several of our owned and affiliated family practice clinics. Practice opportunity locations include Brooklyn Park, Robbinsdale, Crystal, Maple Grove, Minneapolis and others. These are excellent practice opportunities with comprehensive compensation and benefits packages. Contact: Mark Peterson, Physician Recruiter, North Memorial Medical Center, 3300 Oakdale Ave. N., Robbinsdale, MN 55422. Telephone (763) 520-1336. E-mail: [mark.peterson@northmemorial.com](mailto:mark.peterson@northmemorial.com) Website: [www.northmemorial.com](http://www.northmemorial.com)

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**Luther Midelfort – Mayo Health System in Eau Claire, Wisconsin,** seeks a BC/BE Family Practice physician - Women's Health. OB is optional, no inpatient duties, 4-½ day work week. Share call with other family practitioners for phone call of 1:18. A busy practice may be expected quickly. Luther Midelfort is a 150-bed Level II Trauma Center. Complete benefits package includes comprehensive retirement plan, health& dental, malpractice, six weeks of vacation/CME and moving allowance. Located 90 minutes east of Twin Cities in safe University town. Contact Christine Rodman, 800-573-2580; e-mail [rodman.christine@mayo.edu](mailto:rodman.christine@mayo.edu).

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**Family Practice Opportunities in the Midwest:** Multiple positions available for BC/BE Family Practice physicians in scenic Winona, Minnesota. Opportunity to join either a single- or multi-specialty clinic. Both offer competitive compensation and the opportunity to pursue individual medical interests while balancing professional and personal life. Both clinics are established, growing facilities that utilize a community-wide Electronic Medical Record and state-of-the-art equipment. Bordered by bluffs and the Mississippi River, Winona boasts good schools, two universities, international businesses and bountiful recreational and cultural opportunities. Please contact Cathy Fangman, [cfangman@winonahealth.org](mailto:cfangman@winonahealth.org), 800.944.3960 ext. 4301 or pager 507.453.3232 Winona Health 855 Mankato Ave, Winona, Minnesota 55987.

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**Family Practice Physicians: The Duluth Clinic** is a nationally recognized, 390+ physician multi-specialty group serving the regional population of 460,000 in northeastern Minnesota, northwestern Wisconsin and upper Michigan. Part of the SMDC Health System, the Duluth Clinic practice extends to 18 regional sites and 4 hospitals, and represents 42 specialties and sub-specialties. We are currently looking for Family Practice Physicians in Ashland, Hayward, Spooner and Superior, WI; Duluth, Hibbing, International Falls, Virginia, Aurora, Hermantown, and Deer River, MN. If you share our passion for delivering the highest standard of care, and if you are searching for a place where your work and your life can peacefully coexist, we invite you to join us. Please contact Roger Reinert at 800-342-1388 X 63452 via email at [reinert@smdc.org](mailto:reinert@smdc.org) or fax your CV to 218-722-9952.

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