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# Idaho Medical Association

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## IMAgEs

March 15, 2019

### Stopping the Scourge of Social Media

Misinformation on Vaccines It is common that patient searches for information and products related to the word “vaccine” yield top results pointing to harmfully inaccurate information about immunization safety. This place of prominence given to medical disinformation is deeply troubling to America’s physicians, especially amid alarming new reports regarding measles, tetanus and other vaccine-preventable conditions.

The American Medical Association (AMA) sent a letter (<https://www.ama-assn.org/system/files/2019-03/madara-vaccination-letter.pdf>) to top executives at Amazon, Facebook, Google, Pinterest, Twitter and YouTube urging them to do even more to stem the “proliferation” of “health-related misinformation” that has helped vaccine-preventable diseases to reemerge.

“We applaud companies that have already taken action but encourage you to continue evaluating the impact of these policies and take further steps to address the issue as needed,” AMA Executive Vice President and CEO James L. Madara, MD, wrote in the letter to the social media and digital technology executives. “The overwhelming scientific evidence shows that vaccines are among the most effective and safest interventions to both prevent individual illness and protect public health.”

Dr. Madara noted that, when immunization rates are high, children who are too young to be vaccinated and others whose health conditions prevent them from being vaccinated, are protected from disease because exposure is so limited. These conditions include allergies to vaccine components, HIV infection and having a compromised immune system as a result of receiving chemotherapy cancer treatment. (<https://www.ama-assn.org/delivering-care/public-health/stopping-scourge-social-media-misinformation-vaccines>) [Robeznieks, American Medical Association, 3/15]

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### Save the date ...

127th IMA Annual Meeting  
July 19 - 21, 2019 ~ Coeur d'Alene Resort

Make your hotel reservation today by calling 1-844-403-1920 and using room block code: IMA19

Online registration and information is available at  
[www.idmed.org](http://www.idmed.org).

The Idaho Medical Association Welcomes New Members A warm welcome to these physicians who have recently joined the IMA:

- Michael S. Charme, MD, Obstetrics and Gynecology, Mountain Home
- C. Travis Criddle, DO, Pediatrics, Mountain Home
- Elizabeth B. Dacey, MD, Pathology, Cytopathology, Lewiston
- Lakshmi P. Esturi, MD, Internal Medicine, Eagle
- Michael J. Fall, DO, Pulmonary Diseases, Meridian
- Zachary D. Guss, MD, Radiation Oncology, Spokane, WA
- William K. Jackson, MD, Family Medicine, Payette
- Lyle R. Justesen, MD, Family Medicine, Coeur d'Alene
- Nicole A. LaFleur, MD, Emergency Medicine, Family Medicine, Nampa
- Jeffrey J. Lin, MD, Internal Medicine, Critical Care Medicine, Sleep Medicine, Meridian
- Derek J. Linderman, MD, Internal Medicine, Critical Care Medicine, Internal Medicine, Meridian
- Karen S. Miller, MD, Pulmonary Diseases, Meridian
- Wendi M. Norris, MD, Internal Medicine, Critical Care Medicine, Pulmonary Diseases, Meridian
- Andrew D. Reger, DO, Internal Medicine, Critical Care Medicine, Internal Medicine, Meridian
- Kristin M. Satterfield, MD, Pediatric Anesthesiology, Mountain Home
- Justin G. Smith, MD, Family Medicine, Obstetrics and Gynecology, Mountain Home
- Morris H. Smith, MD, Emergency Medicine, Internal Medicine, Ontario, OR
- Kelvin A. Yamada, MD, Child Neurology, Meridian

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Naloxone Mini-Grant Program The Office of Drug Policy (ODP) is currently accepting requests for its Naloxone Mini-Grant Program. The purpose of the program is to reduce the incidence of morbidity and mortality related to opioid overdoses in communities in Idaho through the purchase and placement of naloxone, an opioid antagonist used to rapidly reverse the effects of opioid overdoses.

ODP has received grant funding for the purchase and distribution of naloxone kits (each kit contains 2 doses of 4mg Naloxone Nasal Spray) to first responders and eligible entities, prioritizing areas of the state of Idaho with the highest overdose death rates as well as the highest number of overdose deaths.

Agencies eligible under this mini-grant program are:

- First Responders: Law Enforcement, Fire, and EMS
- Corrections
- Substance Use Disorder Treatment and Recovery Support Agencies
- Crisis Centers
- Homeless Shelters
- Hospital Emergency Departments

Agencies may store or have employees carry naloxone with the intent to administer to any individual they encounter who is experiencing an opioid overdose. Agencies may distribute to clients, patients, and individuals being released from correctional facilities who are at risk of an overdose, as well as their friends and family.

Funding will be available until September 30, 2019 or until supplies run out. Agencies that receive naloxone through this mini-grant program will be required to provide brief, online, quarterly reports. To submit a naloxone request, click the link below:

<https://form.jotform.com/spustejovsky/FY19-FR-naloxone-request>

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**Licensure Fee Changes** The Idaho State Board of Medicine recently voted to lower licensure fees for MD/DO and PA initial applications and renewals. The changes below will go into effect on July 1, 2019.

Medical Doctor (MD)/Doctor of Osteopathic Medicine (DO):

Initial Application Fee: \$400 (reduced from \$500)

Renewal Fee: \$200 (reduced from \$250)

Physician Assistant:

Initial Application Fee: \$150 (reduced from \$200)

Renewal Fee: \$50 (reduced from \$100)

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**Contribute to New AMA-RAND Research** The RAND Corporation and American Medical Association are conducting research to better understand and describe how physician practices in a variety of specialties and practice arrangements (independent, IPA, health system, etc.) that have integrated behavioral health care into the range of services they offer. If you've integrated behavioral health care in your practice, whether you're in the early stages or have a well-established program, we are asking for your participation in this research project. This phone interview-based research will enable the AMA to provide physicians with training and resources needed to effectively implement and manage behavioral health care in their practices. If you're interested and available to participate, please contact Mark Friedberg, MD, MPP, RAND Senior Physician Policy Researcher, at [mfriedbe@rand.org](mailto:mfriedbe@rand.org).

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**FDA Allows Treatment of Depression with Club Drug's Cousin** A mind-altering medication related to the club drug Special K won U.S. approval for patients with hard-to-treat depression, the first in a series of long-overlooked substances being reconsidered for severe forms of mental illness.

The nasal spray from Johnson & Johnson is a chemical cousin of ketamine, which has been used for

decades as a powerful anesthetic to prepare patients for surgery. In the 1990s, the medication was adopted as a party drug by the underground rave culture due to its ability to produce psychedelic, out-of-body experiences. More recently, some doctors have given ketamine to people with depression without formal FDA approval.

The Food and Drug Administration approved Spravato as a fast-acting treatment for patients who have failed to find relief with at least two antidepressants. Up to 7.4 million American adults suffer from so-called treatment-resistant depression, which heightens the risk of suicide, hospitalization and other serious harm, according to the FDA.

The drug will cost between \$590 and \$885 depending on the dosage and before various insurance discounts and rebates.

Ketamine and J&J's version work differently than other drugs, targeting a chemical called glutamate that is thought to restore brain connections that help relieve depression.

"When the drug works, its effect is almost immediate. That speed is a huge thing because depressed patients are very disabled and suffer enormously," said Dr. John Mann, a psychiatrist and researcher at Columbia University. If the drug doesn't work, physicians can quickly switch to other options, he noted.

The FDA approved Spravato, known chemically as esketamine, based on study results that showed patients taking the drug experienced a bigger improvement in their depression levels than patients taking a sham treatment, when measured with a psychiatric questionnaire. [Perrone, *Associated Press*, 3/6]

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**Research Study Opportunity** You are invited to participate in a questionnaire for the study titled Primary Care Providers' (PCP) Referral Preferences from an Oral Healthcare Provider for Patients with Undiagnosed Diabetes. The purpose of this research is to identify PCPs' preferences in the referral process and content reporting from oral healthcare providers for patients with potential undiagnosed diabetes. Incentive for completing this survey includes a drawing for two \$50.00 Amazon gift cards. The researcher is completing her thesis for a Master of Science in Dental Hygiene through Idaho State University.

The questionnaire should take you no more than ten minutes to complete. You will have the opportunity to consent when you begin the survey. There is minimal risk involved and participation is completely voluntary. There are no consequences for non-participation. If you wish to be considered for entry into the incentive drawing of one of two \$50.00 Amazon gift cards, your email must be provided at the conclusion of the questionnaire. The personal information you provide will not be connected to your responses. Confidentiality of responses will be maintained, and anonymity of participation will be protected by data collection through the email survey system Qualtrics.

Should you have any questions, please feel free to contact either the researcher Heather Mobus, RDH, BS, MS(c), [mobuheat@isu.edu](mailto:mobuheat@isu.edu) or advisors JoAnn Gurenlian, RDH, PhD, [gurejoan@isu.edu](mailto:gurejoan@isu.edu); or Jacque Freudenthal, RDH, MHE, at [freujacq@isu.edu](mailto:freujacq@isu.edu).

Access the questionnaire at [https://isu.co1.qualtrics.com/jfe/form/SV\\_erC9z62Qqqtu1HT](https://isu.co1.qualtrics.com/jfe/form/SV_erC9z62Qqqtu1HT). Thank you!

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## Add Value to Your Practice!

Commercial motor vehicle drivers are required to have medical exams performed by a certified medical examiner listed on the National Registry of Certified Medical Examiners (NRCME).

IMA is a registered NRCME CDL Medical Examiner training provider for health care professionals, including Physicians, Nurse Practitioners and Physician Assistants. Register before March 31, 2019 and receive 10 percent off! Enter promo code SPRING10 at checkout.

Did you know?

- Register with or without AMA PRA Category 1 Credits™
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## Medical Practice Opportunities

Physician – Kellogg

Physician - Post-Acute Care – Coeur d'Alene

Psychiatric Nurse Practitioner or Physician Assistant – Behavioral Health – Coeur d'Alene

The mission of Heritage Health is to deliver a healthcare experience that provides hope, inspires change and extends life for our patients and our community. Heritage Health is a growing patient-centered practice who is looking for a full-time physician in Kellogg, a full-time physician for the Post-Acute Care team in Coeur d'Alene and a full-time psychiatric nurse practitioner or physician assistant in Coeur d'Alene.

The Heritage Health physician provides high quality care in accordance with national guidelines to all Heritage Health patients in a culturally competent manner. The Heritage Health physician strives to provide care consistent with Heritage Health's mission statement. The physician provides clinical support to all providers and staff on an as needed basis. The Heritage Health physician is a strong leader who treats all staff with respect and supports teamwork and a positive work environment.

The NP or PA provides diagnosis, treatment, and management in a behavioral health clinical setting to a specified population. Provides consultation for in-house patients for Heritage Health providers and, if needed, assumes responsibility for psychiatric care. Counsels and educates patients regarding treatment and refers to ancillary and support services.

Additional information including job descriptions and minimum qualifications along with online applications are available at [www.myheritagehealth.org/careers](http://www.myheritagehealth.org/careers). Heritage Health is an Equal Opportunity Employer.

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Remote/Independent Contractor Physician: Board certified or eligible in ob/gyn, urology, family medicine, emergency medicine, preventative medicine

We are Ro, a mission-driven healthcare technology company where doctors, pharmacists and engineers are working together to reinvent the way the healthcare system works. Ro is currently seeking remote physicians to provide care to our members via our telemedicine platform.

For more information, visit <https://ro.co/>. To apply, please contact [athena@ro.co](mailto:athena@ro.co)

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Large, Independent Multi-Specialty Group Looking to Grow  
Nampa, Meridian, Boise and Caldwell, Idaho  
Full-Time

Saltzer Medical Group (SMG) is seeking growth opportunities with other like-minded physicians interested in joining an independent, multi-specialty practice in Idaho's Treasure Valley. Current specialties include Family Practice, Internal Medicine, OB/GYN, Pediatrics, Neurology, Ophthalmology, Orthopedics, Pulmonology, Rheumatology, Sleep Medicine and Urgent Care. Opportunities exist for Primary Care and Specialty Physicians, as well as Advanced Practice Providers, to join a well-established group of 50 plus providers.

SMG is an independent physician-led, professionally managed, large multi-specialty practice with six locations in Nampa, Meridian, Boise and Caldwell, Idaho. SMG was established in 1961 by Dr. Joseph Saltzer and the friendly, patient-oriented approach that characterized his practice is still faithfully adhered to, even in these technologically advanced times.

Contact: Vicki Tyler at 208-463-3158 or [vdytler@saltzemed.com](mailto:vdytler@saltzemed.com) for additional information.

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BC/BE Clinical Gastroenterologist  
Nampa, Idaho  
Full-Time

Saltzer Medical Group (SMG) is an independent physician-led, professionally managed, large multi-specialty practice with six locations in Nampa, Meridian, Boise, and Caldwell, Idaho. SMG was established in 1961 by Dr. Joseph Saltzer and the friendly patient-oriented approach that characterized his practice is still faithfully adhered to, even in these technologically advanced times.

SMG is seeking a BE/BC Gastroenterologist to work in our on-site Endoscopy Suite. Candidate would be assuming a mature practice and join a well-established, multi-specialty independent practice in Idaho's Treasure Valley. The practice offers a competitive salary with incentive and comprehensive benefits, along with a strong referral base within the practice.

Contact: Vicki Tyler at 208-463-3158 or [vdytler@saltzemed.com](mailto:vdytler@saltzemed.com) for additional information.

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#### Primary Health Medical Group, Boise

Primary Health Medical Group (PHMG) is hiring full-time board certified/eligible FAMILY PHYSICIANS for OUTPATIENT FAMILY MEDICINE positions in Boise, Nampa, and Meridian, Idaho. Our clinics are based on a patient centered medical home model that gives the family doctor the support and time that encourages trusting relationships with their patients. Family physicians work 4-4.5 days per week and hospital call is 1 out of every 20 nights consisting of nurse triaged phone calls with no visits to the hospital.

URGENT CARE positions are also available for FAMILY PHYSICIANS, PHYSICIAN ASSISTANTS or NURSE PRACTITIONERS – Our ideal candidate would be board certified/eligible. Urgent care positions require the provider to work approximately 14 twelve-hour shifts per month and be comfortable with the fast paced environment of an urgent care clinic. Our clinics are based on a combination clinic that has urgent care and appointment family medicine practice at the same site. Urgent care and appointment providers work together to address the patients' episodic and chronic care problems. Must be willing to work some weekends and twelve hour shifts.

Primary Health is an independent, predominantly primary care medical group with 15 clinics (soon to be 17) and more than 300,000 patient visits per year. A leader in implementing quality programs, PHMG has been using electronic health records since 2007. Physicians follow evidence-based guidelines and engage with patients in innovative ways to promote wellness. PHMG has received local and national recognition for providing efficient, quality care. Primary Health has been voted among the top 10 Best Places to Work in Idaho, and employee turnover is low. The group provides a supportive environment where family doctors develop lasting relationships with patients and enjoy a schedule that allows time to experience the many activities Idaho has to offer. Providers also have the opportunity to invest in the medical group and become an owner.

PHMG offers the following benefits to all full time physicians: – Medical and dental insurance with PHMG covering roughly 95% of the premium. – Group life insurance with options to voluntarily buy-up – A generous own occupation/own specialty long term disability policy – \$500 worth of free services in our own clinics for the physician and his/her family (per year) – A 401(k) plan with a guaranteed match – Payment for malpractice insurance, licensing fees, professional memberships and CME. PHMG offers a strong

