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**Inside this issue:**

Lead Article 2

NKMS Alliance 2

Report

President's 3

Report

NKMS Heroin 3

Plan

Update 4

# NKMS Society

## Rounds

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## Growing & Moving Forward in Medicine Today

OrthoCincy. That's the new name of a longtime Northern Kentucky orthopaedic and sports medicine practice. While "OrthoCincy" may not sound like a Northern Kentucky medical practice, it actually is - and it is part of a response to many of the issues we all face as physicians today.

As a longtime physician in Northern Kentucky, I'd like to share my experience in navigating the healthcare environment in which we practice medicine today. I'm an orthopaedic surgeon specializing in knee and shoulder surgery, as well as sports medicine, and I'm with Commonwealth Orthopaedic Centers.

Commonwealth Orthopaedic Centers was formed in 2003 by the merger of three independent orthopaedic and sports medicine practices. The practice remained independent and focused on serving Northern Kentucky. I'm proud to be a part of this practice, which has grown to 20 physicians and 6 locations in recent years, and I currently serve as President of

the group.

As all of us know, practicing medicine is not just about seeing and helping patients anymore. The business and regulation of health care has changed greatly, and many physicians have chosen to become employed by a health system in order to continue providing the same level of care. Others, such as our practice, have desired to remain independent and have looked for ways to make that possible.

This year, we announced that Commonwealth Orthopaedic Centers and Reconstructive Orthopaedics & Sports Medicine are combining on September 1, 2017. The new organization will be known as "OrthoCincy" and will launch new website, [www.OrthoCincy.com](http://www.OrthoCincy.com). Reconstructive Orthopaedics largely serves northern and eastern Cincinnati, while Commonwealth Orthopaedic Centers has focused on Northern Kentucky. Joining together made sense for us - we serve different patients, and we can maintain our independent practice in a larger and stronger form. The name reflects our focus on providing care now not just for one portion of the Cin-

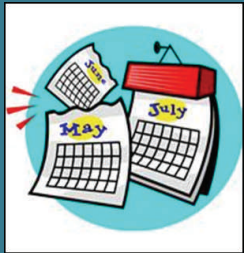
cinnati area, but all of Greater Cincinnati. The same doctors will still be providing care in the same offices - just with a new name.

OrthoCincy will be the largest independent orthopaedic practice in the Greater Cincinnati and Tri-State area, with 28 physicians, 23 Physician Assistants and Nurse Practitioners, 350 employees, and 11 locations. OrthoCincy will continue to be an important part of the Orthopedic Institute at St. Elizabeth.

This merger will enable all of us to continue to lead the way in the newest technology and patient services in orthopaedic and sports medicine care. The highly-trained specialists at each practice will now be available to all patients throughout the Tri-State.

-Continued on page 2-

# Growing & Moving Forward in Medicine Today



-Continued from page 1-

There are surely challenges in being an independent practice in today's healthcare environment - just as there are challenges in being an employed physician today. Each of us, as a medical professional, must assess what will provide us the best opportunity to serve our communities, provide for our

families, and to help our patients feel better, stay better, and maintain a healthy lifestyle. You've now read a small portion of my story and my desire to remain independent - but regardless of whether you're an independent physician or employed, we all have one common goal: to serve the patients of Northern Kentucky.

Facebook at "OrthoCincy," and on Twitter at @OrthoCincy and on a new website at [www.OrthoCincy.com](http://www.OrthoCincy.com). They can be reached by phone at 859-301-BONE (2663).

Bruce R. Holladay, M.D.  
President  
Commonwealth Orthopaedic Centers

OrthoCincy will appear soon on

## NKMS Alliance Report

What a great meeting! The AMA Alliance had a very successful meeting in June in Chicago. Kentucky was very proud of AMA Alliance President Elect, Kim Moser, who was installed as the new AMA Alliance President on June 13, 2017. Thanks to many NKMS/KMA/KMAA members who donated to the Kentucky Hospitality reception. Many people were heard to say that "Kentucky sure knows how to have a party!"

About 170 people attended the reception with a full Barbeque meal, live band and fun. A very nice brochure highlighting Kentucky was handed out to attendees, along with other small gifts.

August 11, Summer Social

August 25-27, KMA Annual Meeting

September 19, NKMS Executive Board Meeting

October 12, Meet Your Legislators Dinner

October 14, Keeland Bus Trip

November 14, NKMS Executive Board Meeting

December 8, NKMS Holiday Party



Nancy Swikert, M.D.  
President, NKMSA,  
KMAA, and KMA



## President's Report

Hello everyone. I hope you are having a good summer. I want to discuss both business and pleasure.

First the business and we've got to get down to business. The heroin epidemic rages on. In this newsletter we have published a few of the general principles we feel must be implemented to help those with heroin addiction. I am looking for three to five physicians to help make these ideas a reality. Won't you please help me? Now is the time. Please call me directly if you wish to get involved.

Just a brief word about our upcoming events we are having this fall. Please remember our annual "Meet Your Legislator" dinner Thursday, October 12<sup>th</sup>. That is Thursday, October 12<sup>th</sup>. Exact time and venue is still to be decided. This is a great opportunity to meet with your public servants one-on-one and express your views in a relaxed and friendly atmosphere. Bring a friend or two. Let's pack the room. If it is one thing elected officials understand it is numbers. The more the merrier. I will invite a number of politicians to attend so it should be an interesting evening.

Our next big event will be a day at Keeneland Saturday, October 14<sup>th</sup>. Need I say more? There are only a limited number of spots available so please call the Medical Society, as soon as possible, if you plan to attend.

Finally, the Holliday Party will be FRIDAY, December 8<sup>th</sup>. Note the date. The party will be on a Friday this year to allow us to enjoy the evening a little bit longer. And yes, we plan to have the photo booth back.

What makes all these events special? You do. Your participation is needed. What's more it is easy. All you have to do is show up and have a good time. I hope to see you at all of our NKMS events, so mark your calendars now.

As always, if I can be of any help please feel free to call me.



Mark Schroer, M.D., President, NKMS

## NKMS Heroin Plan

1. Support a multiple disciplinary approach to fighting the heroin epidemic including healthcare workers, judicial system, local community groups, county health departments, and first responders.
2. Support needle exchanges at each NKY county's Health Department facility.
3. Improve access to Medical Assisted Treatment programs for patients recovering from their opiate addiction.
4. Make Vivitrol injections available at intervention points both in the judicial and healthcare systems.
5. Better access to pain management specialist so that patients with chronic pain can be cared for appropriately.



Northern Kentucky  
Medical Society

P.O. Box 18255  
Erlanger, Kentucky 41018

Contact Information

Phone: (859) 496-NKMS  
(6567)

E-mail: [nkms@nkms.org](mailto:nkms@nkms.org)

Northern Kentucky's  
Physician Network

Address Correction Requested

## UPDATE

We want to welcome the new first year residents in the St. Elizabeth Healthcare Family Practice Program.

We wish them all success and I'm sure all members of the Medical Society join in welcoming them into the Northern Kentucky community.

Rebecca Adams, D.O.

Joel Daley, D.O.

Christopher Etterle, M.D.

Christopher Nyland, M.D.

John Proctor, M.D.

Aaron Schklar, D.O.

Sean Sester, D.O.

Brian Trapani, M.D.

### Summer Social-

Friday, August 11, 2017

6:00 PM - 9:00 PM

Hofbrauhaus Newport (200 E 3<sup>rd</sup> Street, Newport, KY).

Open Bar 6:00 PM-8:00 PM

Dinner Buffet 6:00 PM-9:00 PM

This event is complimentary for NKMS physician members and their guest.

Please RSVP to Karla Kennedy at (859) 496-6567 or via email to [nkms@nkms.org](mailto:nkms@nkms.org) by August 4, 2017.

Sponsored by the NKMS

### NKMS Speakers Bureau-

Please consider volunteering your time as a speaker for the NKMS Speakers Bureau. Engage the public with a real sharing of your expertise. Share the knowledge you already have in a variety of forums. This can be leading a small group session, volunteering in the classroom or giving a traditional lecture with Q&A. Likewise, if you have an event and are in need of a speaker, we are happy to assist and locate a speaker for you.

Please contact the NKMS office at (859) 496-6567 for additional information.

### Keeneland Bus Trip-

Saturday, October 14, 2017

The bus will depart from the parking lot at Diocesan Catholic Children's Home (75 Orphanage Road, Ft. Mitchell, KY) at 9:00 AM. We will return at 6:00 PM.

This trip includes: transportation to and from Keeneland, a box lunch from Behle Street by Sheli, soft drinks, water, and general admission to Keeneland. Seating is limited.

Please RSVP to Karla Kennedy at (859) 496-6567 or by email to [nkms@nkms.org](mailto:nkms@nkms.org)

Invitations will be mailed in September.