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LANE COUNTY MEDICAL SOCIETY | AUGUST 2021

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LCMS MISSION STATEMENT

The Lane County Medical Society is a professional organization that represents, unifies, and supports its physician members as they practice the science and art of medicine.

The Society promotes the interests of member physicians and advocates for the health of the community.

20 & 21

ADVERTISER SPOTLIGHTS

Sapient Private Wealth Management talks about their views as financial care providers and the different services they offer. Oregon Imaging Centers shares information about their services, accreditation, and patient-centered care philosophy.

Uncork & Unwind

August 14th @5:30pm

LCMS will host a private event in the outdoor courtyard at Abbelone Vineyard, owned by Dr. Kristian Ferry and his wife, Angela. Members and guests will enjoy wine tasting, food, music, and information on specific wines created by Dr. Ferry himself.

Abbelone is nestled among old growth pines on a Southeast facing slope. Dedicated to the production of small lots of distinctive, hand crafted wine, we crop to less than 1.5 tons per acre in the vineyard and employ traditional Burgundian methods in the winery that delivers the intense yet delicate

Xhhelone

fruit and mineral flavors of the Pinot Noir.

Since we are starting small, <u>this</u> <u>event will be limited to 50 people</u>, so register soon!

Cheers!

*This event is subject to cancellation or postponement based on recommended health restrictions.

UPCOMING DEI MEETINGS

Join us at our upcoming meetings featuring representatives from different groups in our community as they provide insight, information, and resources.

Thursday, August 19th @6pm Thursday, September 16th @6pm Thursday, October 21st @5:30pm

CME Credit
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Register on our
website today at
lcmedsociety.com.





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LCMS Provider Wellness Program

Confidential Counseling Cascade Health or

24-hour support line 541-345-2800

Stress Reduction Workshops Amy Trezona, RN 541-912-0216

Executive/Life Coaching Shannon O'Leary

541-255-2669

Karen McGovern

920-903-0323

Lifestyle Medicine Joseph Sage, MD 541-600-2492

Informed Choices

For patients, choosing a primary care physician (PCP) is a very personal decision and hinges on multiple factors. In years past, Lane County Medical Society (LCMS) offered a referral service to assist community members in this search. However, as the healthcare community evolved and insurance coverage became more complex, it has become increasingly difficult to point them in the right direction.

The feedback is consistent:

- Fewer physicians are accepting new patients.
- 2. Narrowed acceptance of insurance, particularly Medicare and Medicaid.

By the time we receive calls, patients are increasingly frustrated and distraught by searching unsuccessfully on their own. Before, you could ask your friends, family, physician, or LCMS, "Which physician do you recommend?" Then, make a phone call and schedule a new patient visit.

Now, even if patients know who or where they want, there is no guarantee it's even a possibility.

So, rather than turn them away, we try to gather some information and give a few options.

- Who have you already called?
- What area of town would you prefer?
- What insurance do you have?
- Do you prefer a large or small practice?
- What are you looking for in a practice or a provider?

Some of these factors are not controllable, so even though a patient might prefer a specific location, a specific practice size, or a specific physician, it is not that easy. Having fewer choices because of conditions out of our control can be discouraging.

Years ago, when my physician retired, I faced the task of finding another PCP. I thought it would be a simple task. After all, I worked in the healthcare field and had insurance coverage. However, it was anything but simple as I repeatedly heard, "Sorry, we aren't taking new patients," or "We don't accept that insurance."

After a very time-consuming round of phone calls, I was still no closer to accomplishing my goal. A few months later, I found a physician, but I've had to go through this process two more times since then. I was genuinely surprised by the unexpected barriers and difficulties with this process.

So, I understand the dilemma community members face and want to help make this daunting process a little easier. And, although LCMS does not provide an official referral service, we want to assist in any way we can.

Larger Group vs Private Practice

For patients with commercial insurance, we may recommend a group practice that recently added a new physician. Most groups are preferred providers on most common insurance panels, and it usually takes a new physician a little while to settle in and fill up their schedule.

What about those without insurance, insurance with high deductibles, or

insurance with limited coverage (such as Medicare)? Or those who prefer a smaller environment, alternative medicine, or more personalized care?

For those patients, we may suggest a solo practitioner or Direct Primary Care model. This model may offer a lower cost solution or align better with a preferred style of care.

The articles in this issue of *Medical Matters* aim to provide a glimpse into a few Direct Primary Care practices, how they operate, the benefits to the patient, and the benefits to the physician.

Most patients who choose this model state they enjoy the affordable structure, personalized care, and direct access to their provider. For the physician, this model may offer a better balance between work and home life, more control over scheduling, and the ability to care for patients without insurance restrictions.

Everyone appreciates choices, so we will continue to do our best to assist patients as they sort through their options and make recommendations accordingly.

If your practice is accepting new patients, please email us at info@ lcmedsociety.com. If we can make the match between a patient and a

new primary care physician simpler, everyone wins.







Members of the LCMS Board of Trustees were able to meet face to face last month at a small barbeque hosted by LCMS Vice President Dr. Kevin Modeste and his wife Dr. Kim Ruscher. For most, this was their first time meeting one another in-person since the pandemic moved all our meetings online.



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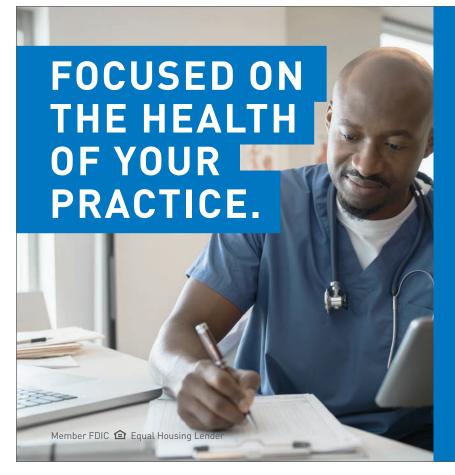
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Chart Notes

"[My private practice] allows me to practice medicine the way I want to practice medicine."

- DR. RIZVI

ON BEING ABLE TO PROVIDE OPTIONS TO HER PATIENTS (SEE PAGE 12 FOR MORE)

CONGRATS

Cascade Health's Diabetes Education program has been awarded the prestigious American Diabetes Association Education Recognition Certificate for quality diabetes selfmanagement education and support services. Recognition status is awarded for four years, a status Cascade Health's program has maintained since 2000.



Uncork & Unwind Saturday, August 14th

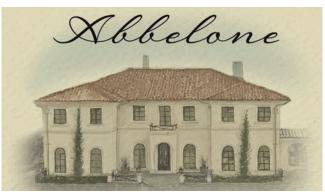
Join us at Abbelone
Vineyard from 5:30-7:30pm
on Saturday, August 14th
for some music, appetizers,
and a glass of wine! LCMS
member Dr. Kristian Ferry and
his wife, Angela, will give a
short wine making presentation
as attendees taste some of

their wines.

This event is only open to the <u>first 50 registrants</u> to ensure proper safety precautions. There are a limited number of spots left.

Register today at lcmedsociety.com!

*This event is subject to cancellation or postponement based on recommended health restrictions.



Promoting Wellness in the Workplace Tuesday, August 24th

Dr. Joseph Sage will present on the connection between personal values, workplace practices, and wellness. He'll discuss ways participants can identify different aspects of their lives that either add to or take away from overall wellness as well as actions they can take to

improve their circumstances to align with their life goals and values. Dr. Sage will highlight aspects of lifestyle medicine and what types of activities can help ensure greater joy in life.

This event will be virtual. Register at Icmedsociety.com.

SAVE THE DATES

We're following up on our June STOP Human Trafficking event with a virtual informational event October 21st from 9am-4pm. Attendees will learn ways to identify victims, how to properly respond, and what types of resources are available. Be on the lookout for a registration link!

We'll be welcoming our newest LCMS members to the community December 8th at 5:30pm at our New Member Social, location TBA.

Whether you're new this year, last year, or are simply looking to reconnect after over a year of isolating, save the date for this opportunity to connect with colleagues.

If you have suggestions for events, locations, or organizations to connect with, please send them our way at info@ lcmedsociety.com.



BANK ON US.

Dr. Angeles specializes in minimally invasive techniques to treat spine disorders, helping her patients get back to doing the things they love. With the help of our banking team, Dr. Angeles was one of 752 businesses statewide to secure PPP loans since the health crisis hit.

"The pandemic has been stressful for all businesses, including mine. A lot of my elective cases had to be delayed or cancelled. The PPP loan helped me stay afloat," she says.

Oregon Pacific Bank has loaned more than \$125.2 million to businesses and nonprofits in Lane, Coos, Douglas and Jackson counties, as part of the U.S. Paycheck Protection Program, retaining more than 15,000 local jobs, including those in the medical field. See more stories at bankonopb.com









Lifestyle Medicine Support Through the Provider Wellness Program

BY JOSEPH SAGE, MD

FOR LANE COUNTY MEDICAL SOCIETY

Two years ago, I was sitting in a small theatre in Yellowstone National Park at the end of a family vacation. The video proclaimed, "Yellowstone changes lives," and I was unexpectedly moved. Vacation can provide moments of clarity.

How many of us work whilst away from the office? In addition to being overworked at work, it is pretty easy to take work with you wherever you go. What would happen, God forbid, if you traveled somewhere without an internet signal, like Yellowstone?

It is glorious! Maybe I'm understating it. In the silence of vacation, we can sometimes hear the call of our spirit.

Vacations have many benefits: time with family and friends, recreation and rest. They can also provide space from our hectic daily routine. During these moments of quiet, our minds are more capable of analyzing life's circumstances and getting our attention. This type of reflection can be especially important when our daily choices conflict with our values.

We make choices at work that can inadvertently challenge our health and wellness. For example, I participated in a diabetes task force. The first morning we met, we were served a breakfast of juice and pastries. Although served with good intent, in the context of the meeting, the food choice was ironic.

During those meetings, we discussed the theme, "The system gets the exact result it is designed to achieve¹." What prompts healthcare organizations to provide unhealthy food to its employees and patients? Why do primary care doctors follow a lifestyle that leads to obesity and increased suicide rates? A culture of health is an interplay between personal behavior and work environments.

During the LCMS event in August (see page 7 for more information), we will explore this intersection. We all make personal choices about work that impact our quality of life. Frameworks exist to analyze how workplace cultures impact

"While we have similar needs, we meet those needs in ways unique to us. That is an aspect of lifestyle medicine that I enjoy...[it] encourages clients to prioritize their own goals."

health. Although the patient is at the center of healthcare's focus, that implies that the needs of the healthcare worker have already been met.

While we have similar needs, we meet those needs in ways unique to us. That is an aspect of lifestyle medicine that I enjoy. Traditional medicine focuses on advice and education, and lifestyle medicine encourages patients to prioritize their own goals. The coach-client dyad then collaborates together to build confidence and self-efficacy.

How does this process work? The first step is a health and wellness assessment. Past and current medical history and lifestyle choices are reviewed, and areas of concern are identified. The client chooses the focus area and, as necessary, the provider supports and encourages them on their journey.

For those who are interested, I am partnering with the LCMS Provider Wellness Program to provide lifestyle medicine support to members². This would be a free and confidential, five visit journey through the PWP. The first two visits would be a lifestyle medicine assessment and goal setting, and the three remaining visits would be focused on follow-up. While the focus is on lifestyle changes, this is an evidence-based practice, and a traditional medicine approach is used as needed.

My hope is to foster a community of providers who support each other on their health journeys. If you are looking for healthier work days, here are some changes you can implement right now. During lunch, take a walk with a colleague. Commit enough time to say hello to your coworkers and check in every day. Uninstall work email from your phone. Schedule your next vacation.

We have all dedicated a lot of energy to the practice of medicine, and society depends upon us. Although no job is perfect, it has alarmed me to see so many colleagues on edge or contemplating early retirement. Together, we can support our health and help our workplaces thrive.

See you soon! ◆

See page 4 for Dr. Sage's PWP contact information and to schedule your lifestyle medicine appointment.

(1) Paul Batalden or W. Edwards Deming (2) www.candidmedical.com

Holistic Family Medicine

BY VANESSA SALVIA

FOR LANE COUNTY MEDICAL SOCIETY

Dr. Orestes Gutierrez, DO, has had his own successful practice in Eugene for the past nine years. His practice follows the "ideal medical practice" model, which is focused on patient-centered collaborative care that increases face-to-face time between doctors and patients and reduces physician workloads. Gutierrez knew early on during residency that he wasn't interested in the typical model, and he interviewed other successful ideal practice doctors in Eugene to get a better sense of how he could set up his practice.

After arriving in Eugene, he worked at McKenzie-Willamette Medical Center for two years. He learned a lot as an employed physician but the big group model did not work for him. "After my contract was up I decided I really wanted to explore private practice to have more autonomy and a better quality of life," he says. "And that really has been the case."

Research shows that many primary care physicians are burnt out and overworked, he says. Gutierrez works with medical students in his role as regional assistant dean for Pacific Northwest University of Health Sciences in Yakima,

"The thing that surprised me is that even though all my patients have direct access to me, they only use [my cell phone number] when they truly need it, so I'm not overwhelmed."

Washington, and says many of them have a negative outlook on private practice, but the reality is that business owners feel better about the job they're doing. After speaking with four local doctors who were in private practice, Gutierrez found the confidence to venture out on his own.

Gutierrez averages eight or nine patients a day with a maximum of 12. Other physicians in the community that he talks to are routinely averaging at least 20. One challenge and limiting factor is that he doesn't have a lot of support staff, so he does most of his own paperwork—support stafflike a medical assistant would increase the amount of patients he could see, but would also increase overhead. Gutierrez is planning to expand his staff though — he recently hired two nurse practitioners to join his practice, which will allow him to have others serving more patients on the days he can't be there.

Gutierrez knew by the time he was pre-med in college that he wanted to be a family physician, and specifically knew he wanted to be an osteopathic physician with a focus on integrative holistic medicine. "I was already following a plant-based diet and teaching yoga and I wanted to become a primary care physician because I recognized that there was such an incredible need for it, even back in the '90s," he says. "I chose medicine because it was a way to have lifelong intellectual stimulation and learning. I love learning about health and the human body."

Gutierrez feels lucky to have such a successful practice given his humble beginnings as a Cuban-American refugee. His parents dropped out of grade school to work, and he is the first of his family to attend college. He served four years active duty in the United States Navy and then completed training at the Mayo Clinic, and now is grateful to be part of a welcoming community.

He enjoys that his patients can communicate with him directly — they have his cell phone number — which also

"I sometimes feel isolated because I don't have other docs around to bounce cases off and interact with, so LCMS has been such a great opportunity for that."

made him nervous at first. But his patients appreciate the contact and personal support. "The thing that surprised me is that even though all my patients have direct access to me, they only use it when they truly need it," he says, "so I'm not overwhelmed."

Gutierrez says he's "living the dream" in his life and practice and is proud to be able to give back to his community. His membership in LCMS has been "truly instrumental" in helping him connect with his colleagues, which can be another challenge as a solo private practice physician. "I sometimes feel isolated because I don't have other docs around to bounce cases off and interact with, so LCMS has been such a great opportunity for that," he says. "I've learned a lot through the meetings and events that LCMS sets up."

By opening his own private practice, Gutierrez fulfilled a life-long dream of becoming a successful business owner, which he's proud of. The autonomy he has over his schedule, his interactions with patients, and how those aspects positively impact his personal life through less stress and more career fulfillment have all made the hard work worth it for him. \spadesuit

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Healthcare vs Health Insurance

How one local physician uses her private practice to create a new model of care.

BY ALAN SYLVESTRE

FOR LANE COUNTY MEDICAL SOCIETY

magine being able to see your primary care physician, and not leaving with a bill after services rendered. Imagine not having to navigate the convoluted world of insurance like obtaining preauthorization for services.

If you're a patient of Dr. Gulrukh Rizvi, MD, at her private practice in Eugene, this is your world.

At her clinic, she offers monthly membership plans to provide transparent billing options for her patients. Her membership covers all services so there's no surprise bill when you leave.

"The baseline for my patients is \$95 a month," Rizvi says. "There's no copay and there's no extra costs for services."

And that non-copay applies to an unlimited amount of office visits with same-day appointments available. A stark contrast from the average 29 days it can take to schedule an office visit under a traditional primary care model, according to Merritt Hawkins.

"My patients can call me, and if there's no major rush, they can usually come in and see me the next day," Rizvi says.

One of the other advantages of her clinic, a direct line of communication between her and her patients.







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"All my patients have my cell phone and my email because healthcare issues don't always happen between the hours of 9 to 5," Rizvi says.

For Rizvi, she feels she can maintain more personal relationships with her patients and has joined the direct primary care movement she believes works better for her patients than the traditional primary care models practiced in the United States.

Practicing for the Patients

In today's United States healthcare structure, there's a lot of unknown when you enter a doctors office regarding what treatment costs. Is there a copay? How much of the services are covered under insurance?

"Many times I would hear from a lot of the older physicians that before health insurance became as large as it is now, there was this magical time when you could go in and know what something costs," Rizvi says.

She thinks a clear, and transparent model of billing and customizing care helps reduce the stress of "going to the doctor," and is ultimately better for her patients. On a systematic level, she believes it's important to remember that health insurance is not healthcare.

"I think we get lost in the world of insurance based on what they want us to practice, rather than what you want to practice in this position," Rizvi says.

With the ability to customize her treatment options, her patients can have a personalized care plan to fit their needs and wants.

"I have some patients who want a more holistic approach, and I have others that want medicine," Rizvi says. "It allows me to practice medicine the way I want to practice medicine."

Rizvi says that before operating her clinic, she worked in other practices and questioned how they had to treat ailments and conditions based on what would be covered under insurance.

It gave her doubt in her future as a physician because she got into medicine to help her patients in the way that works best for them, not the way that best suits the needs of corporate health insurance companies.

"I felt like this would be my best hope to find my way back to why I wanted to do it in the first place. And I did. I feel like it's a sustainable model that I can practice for decades," Rizvi says.

A New Country

A native of Pakistan, Rizvi immigrated to the United States with her family to San Francisco when she was a child.

She spent a lot of her time in hospitals and clinics with her brother, who had medical problems and needed frequent care.

A fast-paced learner, her fascination with medicine began when she learned English so she could translate between the physicians and her parents. An experience she says her parents found invaluable because they spoke no English, so understanding the physicians proved challenging.

"This was prior to the translation laws we have now, so to help my parents, I learned English so I could understand what the doctors were saying and translate it for my parents," Rizvi says.

And during her time in the hospitals speaking with physicians, was where her interest in medicine first peaked.

"I had always been fascinated with science and math, and I thought I wanted to go into a profession where I could help people," Rizvi says.

After receiving her undergraduate degree in cell and molecular biology from San Francisco State, she attended medical school at University of California, Irvine.

From there, her path to Oregon was driven heavily by an influence of family.

Family Focused

After Rizvi married her husband, they wanted to have children and be near their

family for support.

"Family is really important to us," Rizvi says. "So we moved here to be closer to them."

With her husband's family in the area, she says Eugene is a wonderful place for weekend get-togethers, camping trips, and other outdoors activities.

Plus, she says the support of her family nearby has been invaluable with their children.

"Having family nearby has been especially valuable during the pandemic for emotional support," Rizvi says.

One other perk of running her own practice with this model is that her patients understand her work to family balance.

"I always enjoy it when people ask about my family and understand if I take time off and have another physician cover for me," Rizvi says.

Why LCMS?

For Rizvi, it's the camaraderie and the ability to connect with other local physicians.

"Oftentimes I refer my patients to other physicians," Rizvi says. "Before the pandemic, we would have meetings and it was nice to meet the other doctors I would be referring people to."

It helps her connect her private practice with the larger grid of medical organizations in the region.

"It's good to feel like a part of the larger healthcare community," Rizvi says. "It provides a sense of belonging and balance to be a part of something more than just your clinic group."

A sense of purpose she hopes other physicians have the chance to experience during their careers.

"I hope the direct primary care model continues to grow nationwide, and especially in this area," Rizvi says. "The group of us that are doing it are finding our way back to medicine and our joy in it." ◆

From Donuts to Direct Primary Care

FOR LANE COUNTY MEDICAL SOCIETY

The smell of fried dough and sugar fill the car. In the passenger seat sits a box of Master Donuts and in the back sit Dr. Theresa House's two young daughters. The two debate how much the baby their mom delivered weighs, while licking frosting from their fingers.

"We all have that mama guilt...I didn't want them to remember their mother not being there," House remarks in regard to this fond memory with her daughters. "So I would bring them with me after [I delivered a baby]."

Though a family medicine provider, House delivered babies for the first eight years of her practice – her claim to fame is being Lane County's last family medicine provider to deliver a baby – because she wanted to see her patient's throughout the entirety of their experience.

The three shuffle into McKenzie-Willamette hospital, the girls take a seat in the doctors' lounge, waiting to hear who won the bet, while House checks on the parent and baby. Today was a lucky day, her daughters get to say hello to the newborn.

It was House's own relationship with her mother that inspired her to be present with her daughters. House grew up poor, with a home life far from June Cleaver's, she jokes. Despite that, her mom was her hero.

"She was super strong and super independent," she says.

The second person in her family to attend college, House left her hometown of Eagan, Minnesota for Southern California in hopes of becoming a marine biologist – like every other teenage girl, she teases.

However, her sophomore year at California Lutheran University changed everything – House saw the miracle of birth, first hand, when her roommate gave birth in their dorm bathroom. In that moment her interest pivoted from sea creatures to humans and upon graduation she left coastal California for medical school at Ohio State University.

"It was like a light switch turned on and I knew that being a physician is what I was meant to do," House says. "I am still very much a closet marine biologist though."

In 1996, with the unconditional support of her mother and love for personalized medicine, House became board certified in Family Medicine and headed back to the west coast. This time around, House ended up in Eugene where she joined Santa Clara Medical Clinic, which was already independently owned by two other physicians, and after two short years became an equal partner.

By mid-2019 Santa Clara Medical Clinic was no longer financially sustainable and closed its doors. House knew that joining

"I never thought [a person's] health should be a business...I give patients time to talk – to open up about all aspects of their lives because their personal and social lives are so entwined with keeping them healthy." "It is just me; I'm the receptionist. I'm the nurse. I'm the doctor. I'm the office manager. And I love it."

a large, insurance-based practice would be "soul-crushing" for her and had already been researching a viable option; Direct Primary Care.

The decision to use a direct care model was inadvertently thanks to her mom. Nearly a year before the closure of Santa Clara Medical Clinic, House was tasked with finding her mother a provider that was Medicare friendly and available for acute issues – a task that proved difficult even with her knowledge of the medical industry.

House was referred to Dr. Priya Carden of Maple Tree Healing, a Eugene-based Direct Primary Care (DPC) provider. House was struck by the individualized care, personalized experience and affordable structure that Carden provided for her mother, and when Santa Clara Medical Clinic was faced with closure House contemplated if this was a model she could successfully replicate - Carden assured her it was.

"She and Dr. Gulrukh Rizvi met with me and essentially gave me a Direct Primary Care (DPC) tutorial. I just fell in love with it," House reflects. With the help of these two women and a whole host of others, House opened her own DPC practice July 1, 2019.

"It is just me; I'm the receptionist. I'm



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Science wing addition better prepares students for the future

The Marist High School science wing addition included four new science classrooms with two shared prep rooms. Each classroom is equipped with six lab workstations, along with custom fume hoods, gas ports and sinks. This addition creates a space where students can prepare for a future in the science field.

Size: 10,000 SF Location: Eugene, OR Completed: October 2016 the nurse. I'm the doctor. I'm the office manager," House happily reports. "And I love it – love the direct connection to my patients."

This keeps overhead low, allowing her to provide a DPC model at an affordable price for as many people as possible. About 20% of her patients have a discounted scholarship, while others pay a modest one-time enrollment fee and a monthly fee based on household size.

"I never thought [a person's] health should be a business," House adds, but recognizes that this is the model we have currently in our country. "Everyone deserves this level of care."

As House embarked on this new venture she found herself immersed in a community that supported her. The Women in Medicine meetings through LCMS provided critical resources as well as contact with other like-minded physicians with similar practice philosophies.

House's approach to medicine has always felt a little different to her than that of many other physicians. In medical school and residency she was often teased by other docs on rounds because in addition to meticulously knowing a patient's medical history, she would also rattle off everything that was going on at home with them, from pets dying to grandparents not doing well, who was visiting that day, you name it. "I give patients time to talk – to open up about all aspects of their lives because their personal and social lives are so entwined with keeping them healthy."

In her cozy 800 square foot office, House is grateful to be able to continue to provide the personalized care that her patients have cherished for years. They now have direct phone, texting and email access to her, unlimited one-on-one visits, as well as coordination of care with other healthcare providers. And plenty of time to share whatever is on their mind.

It's been some time since donut crumbs littered her car (both daughters are fully grown now, one living in Argentina and the other on her way to grad school in Scotland) but her commitment to personalized patient care as well as her own family time is stronger than ever with her DPC practice.

"It really is a privilege to be allowed into our patients' lives, and I am so grateful to have found a way to practice that both facilitates this important relationship and allows me precious time with family and friends. It's the perfect balance." •



Private Wealth Management

We are Sapient Private Wealth Management, a financial advisory firm with an uncompromising commitment to client care. Our company is a boutique wealth management firm located in Eugene, Oregon therefore, unencumbered by the bureaucracy and cookie-cutter service approach often present at larger financial institutions.

At Sapient we see ourselves as lifelong financial care providers. Accordingly, our advisory model is designed to provide continuous proactive counsel and advocacy for our clients. Our firm was created to provide a distinctly personalized wealth management experience because unique clients require customized guidance and solutions. Even the name of our firm speaks to our mission and commitment to each individual client: Having or showing great wisdom or sound judgement.

Sapient consists of a cohesive and collaborative group of financial professionals with decades of cumulative experience, training and developed expertise. Each are singularly focused on facilitating the best possible wealth management experience for our clients. We pride ourselves on being servant leaders, insomuch as the primary purpose of our firm is simply to serve others... above all, our valued clients.

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expect complete transparency in every aspect of the engagement including costs, performance and potential conflicts. In addition, clients will receive proactive, comprehensive and continual financial planning and execution processes including budget and cash flow modeling and management, retirement planning analysis and execution, philanthropic planning and execution of charitable gifts, education planning and funding, estate planning and fulfillment, tax planning and management.

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Announcements

New Members

Kelly Fairchild, DO **OBGYN**

Oregon Medical Group 330 S Garden Way #350 Eugene 97401

P: 541-686-7007 F: 541-726-5028

Claire Murphy, MD

Pathology Pathology Consultants PO Box 72059 Springfield 97475 P: 541-222-6915 F: 541-222-6908

Events

*LCMS' first in-person event in over a year will be at Abbelone Vineyard Saturday, August 14th from **5:30-7:30pm.** Join us as we learn about wine making, taste test a few different wines, and enjoy some music in the courtyard. This event is open to the first 50 registrants so be sure to register today at Icmedsociety.com/events.

This month's Diversity. **Equity, & Inclusion group** meeting will be Thursday, August 19th at 6pm featuring a representative from Transponder. We'll discuss Eugene/Springfield's Pride Month, ways for medical practices to be more inclusive, and community learning opportunities. The aim of this group is to provide opportunities and resources for LCMS members to help create a more welcoming community for ALL. If you have any questions or recommendations

for groups to feature at these meetings, please email us at info@lcmedsociety.com.

On August 24th at 6pm, LCMS will host a virtual event with Dr. Joseph Sage called Promoting Wellness in the Workplace where he'll discuss lifestyle medicine including the connection between workplace values and personal health. This event also allows a peek into the types of services Dr. Sage will offer through LCMS' Provider Wellness Program. (See page 9 for more info.)

*LCMS Monthly Socials are coming back! We've connected with the Midtown Arts Center (and their new and improved location) for a series of socials beginning September 8th. Stop by, check out the new spaces, and socialize with colleagues while enjoying a performance in a relaxed setting. More information to

Positive Community Kitchen is excited to celebrate Dr. Chris Kollmorgen & Dr. Winnie Henderson of Oregon Surgical Wellness at the **Eugene Area Chamber** of Commerce's Women Business Leaders series on Thursday, September 9th from 11:45-1pm. Admission is \$5-8. For more information. visit the Programs & Events page at eugenechamber.com.

*SAVE THE DATE for a virtual Stop Human Trafficking informational event on October 21st from

9am-4pm that follows up on resources presented during our June event. More information to come

SAVE THE DATE for LCMS' New Member Social December 8th at 5:30pm, location TBA. Join us in welcoming our newest members to the community.

Notes

We want to share your good news, your accomplishments, awards, and more! If you, your colleague, or your group has something to share, be sure to send it our way. We love to celebrate our members.

Upcoming magazine themes include systemic changes and purposeful diversity, a focus on homelessness and housing resources, arts and local artistic organizations, and longevity. If you would like to be featured in one of these issues or have a recommendation for future

themes and member profiles, we appreciate your suggestions.

Send your stories to info@ Icmedsociety.com!

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 ${}^*This\ event\ is\ subject\ to\ changes,\ cancellation,\ postponement\ based\ on\ recommended\ health\ restrictions.$

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PeaceHealth Sacred Heart Medical Center at RiverBend is proud to be the first hospital in the Pacific Northwest to bring patients the Monarch Robotic-Assisted Bronchoscopy Platform.

Lung cancer is the #1 cancer killer – claiming more victims each year than breast, colon and prostate cancers combined. One of the reasons why lung cancers so deadly is that it is difficult to diagnose safely and reliably when it is in stage 1 or 2. These nodules tend to be very small and deep in the periphery of the lung, requiring a transthoracic needle aspiration (TTNA) which has a higher complication rate than bronchoscopy. When a traditional, manual bronchoscopy is used, it often does not lead to a diagnosis.

With the MonarchTM Platform using Robotic-Assisted Bronchoscopy, we can potentially diagnose these small nodules during this early stage. This procedure is similar to traditional bronchoscopy and provides us with advanced precision and control that comes from robotic technology.

The Monarch Platform combines traditional camera views into the lung with computerassisted navigation based on 3-D models of the patient's own lung anatomy. For the first time, we have the benefit of a platform designed to provide bronchoscopic visualization throughout the procedure.

What this means to your patients? Patients who have small, peripheral nodules can be diagnosed using a minimally invasive procedure.



To learn more about this remarkable technology log on to peacehealth.org/robotic-assisted-bronchoscopy

For questions or to refer a patient, please call (541) 687-1712

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