

# Family Medicine Connection

DEPARTMENT OF FAMILY MEDICINE AND COMMUNITY HEALTH • OCTOBER 2009

## An Experiment in Health Care

by Will Nicholson, MD

Wednesday, July 22 was my day off. I slept late and woke up to a voicemail from the department coordinator at my new job asking me to call CNN about an interview: They wanted to know why I dropped my employer's health insurance benefit.



Two hours later, I was in front of a camera on a live national satellite-feed being questioned about going it alone in the

consumer health insurance market.

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## Social Media: Fad or Standard?

In January, the department joined Facebook, a social networking site with more than 300 million active users. The Program in Human Sexuality followed suit, also joining Twitter and UThink blogs. With the creation of residency recruitment videos, the department launched a YouTube channel in August.

By now, even if you're not using social networking sites/tools, you've heard of them. The real question is whether or not you realize just how "big" they have become.

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## Integrating Behavioral Health into the Medical Home

by Macaran Baird, MD, MS, department head

As health care reform moves forward at the federal and state levels, it is interesting to see the increased effort focused on integration of mental and behavioral health services into the primary care medical home.

Efforts in Minnesota, Vermont, Maine, Washington, DC, North Carolina, and Scotland are addressing the obstacles to improved outcomes independent of diagnosis that patients face here and abroad. Even with universal health care in Scotland, we learned that the social determinants of health and psychosocial dilemmas faced by patients inhibit their ability to achieve positive health care outcomes.

Faculty in our department have been part of conversations with leaders of health delivery systems, Medicaid, and private insurers, planning creative solutions to the roadblocks to integrated mental and behavioral health, including credentialing, bundled payments, care

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coordination, and care management.

I am pleased that behavioral health and primary care delivery are included in policy discussions as this country moves toward a more rational, less expensive health care system. Primary care clinicians have long known that

neglecting the behavioral and mental health needs of our patients results in inadequate care and disappointing health outcomes.

I encourage everyone involved in the overlapping fields of prevention, behavioral and mental health services,

and primary care to support efforts to fund coordinated, integrated care. Collaboration across multiple disciplines and among providers, payers, and government systems is rarely easy but has the potential to improve the health of our nation.

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Nicholson, from 1

Three weeks after residency, I was prepared to run a code or manage a shoulder dystocia; I was not prepared for television interviews. Fortunately, similar principles apply. Who knew the skills I learned during my medical training would land me in front of the glare of the national media?

### Purchasing health insurance

The night before that interview, an article I wrote had been posted on the internet. It outlined a project I had started: Instead of accepting my employer's health insurance benefit, I had gone onto the consumer health insurance market as an individual—just as many of my patients have to do—and was finding it challenging.

During residency training, I learned to think objectively about medical challenges. I also learned that addressing the ills of an individual patient often cannot be separated from addressing the ills of the system as a whole. The cardiac arrest, the distressed newborn, the health insurance crisis—I wanted to approach them all with the same medical objectivity and honesty of method.

After three years at a residency clinic, I was painfully aware of the inadequacies of America's patchwork health insurance system. Every day its complexities and short comings hinder family physicians' abilities to care for our patients. As we try to provide the same level of care for patients insured by the government,

their employer, or a commercial plan, or those without insurance, our patients get sicker faster and die sooner.

I wanted to investigate health insurance without a large grant or research team. I designed the project as a case study, using myself as the case—hopefully one with a good outcome. I planned to start with the proverbial low hanging fruit and learn about the people who are trying to do the right thing but aren't succeeding. I wanted to become an empowered health care consumer—the essential unit of the individual insurance market—and to see what challenges I met as I made purchasing decisions.

### Advocating for family medicine

By the time I left the television studio that afternoon, I had three more requests for national interviews on my voicemail. I was astounded by the level of interest in my little project.

As an advocate for family medicine, I hope the public sees that our profession already holds many of the keys to solving our biggest health care challenges. Our community-based, whole-patient approach has proven to provide the most effective, cost-efficient care available. Unfortunately, I think the public's trust in many health care experts is eroding; but because family physicians continue to share their daily struggles, trust in family doctors remains.

As a physician who works with patients every day, I don't think this can be over-emphasized. The health care debate has grown so abstract and bizarre and fraught with ulterior motive and political calculation that the best service a physician can offer is to remind people that above all the practice of medicine puts the patient first.

### No easy solutions

No one has been more surprised than I by the attention drawn to this project. While it's too early to make conclusive recommendations, it has been a fascinating experience. In addition to learning about the challenges my patients face, I also better understand the complex value of what we do as a profession. The trust we have built with patients by being there with them in the trenches remains solid even while the health care system frays. It makes me proud to be a family physician.

Although I don't see any easy solutions on the horizon, I hope my project's findings are helpful. In addition, I hope the belief of family physicians that effective health care *always* puts the patient first continues to resonate in clinical practice and public discourse.

*Former St. John's Hospital family medicine resident Will Nicholson, MD, is currently a hospitalist at St. John's Hospital. Follow his blog at [www.triagepolitics.com](http://www.triagepolitics.com).*

# Duluth News

## Pete Olsen meets with Senator Klobuchar and President Obama

In August, Senator Amy Klobuchar met with University of Minnesota fourth-year medical students, including Duluth alum Pete Olsen. That meeting led to Olsen flying with Klobuchar to Washington, D.C., to witness President Barack Obama's September 9 congressional address on health care reform. Olsen told the *Minnesota Daily* that Klobuchar expressed strong feelings that primary care should "play a larger role in health care reform."

Olsen had the opportunity to meet President Obama in person when the President gave another health care address in Minneapolis at the Target Center on September 12.

Senator Klobuchar meets medical student Pete Olsen.



## Students taste professional life in rural communities

Sixty first-year medical and sixty first-year pharmacy students from the University of Minnesota – Duluth campus took part in the first phase of a special 20-hour course introducing the role of a rural family physician or pharmacist.

During the first week of classes, students loaded buses to visit hospitals, businesses, and community groups in six rural communities in Northern Minnesota: Aitkin, Cloquet, Grand Rapids, Hibbing, Moose Lake, and Two Harbors.

Bonnie Peterson, MEd, and Paul Ranelli, PhD, prepare for the rural community visit.



## Seventh year for Healer's Art

Healer's Art is an innovative medical student elective, taught by Jennifer Pearson, MD (right). The course, now in its seventh year, is designed to help students discover things about themselves and the practice of medicine. Students are given an opportunity to discuss topics that often aren't covered in medical school—the importance of listening, dealing with grief and loss, handling situations with no clear answer, and finding meaning and fulfillment in their work.



## CAIMH Superstars and NAM summer banquet

The Center of American Indian and Minority Health (CAIMH) Superstars and Native Americans in Medicine (NAM) programs held a banquet in July.



Nineteen high school students participated in the Superstars program, a summer camp that introduces problem-based learning, explores careers in medicine, and provides opportunities for developing and conducting research.

Nine undergraduate students enrolled in NAM, which offers workshops and seminars in building the skills necessary to pursue a medical career.

Dave Anderson (left), founder of the Famous Dave's chain of restaurants, is a member of the Choctaw/Chippewa Indian tribes and was on hand to offer the students encouragement for the future.



# Resident Recruitment

## National Conference of Family Medicine Residents and Medical Students

The 2009 National Conference of Family Medicine Residents and Medical Students (NCFMRMS) was held July 30-August 1 in Kansas City, MO. This year's conference included a recruitment fair, hands-on learning experiences and workshops, leadership development, and an 80s-themed opening social.

Department faculty and staff at the NCFMRMS 80s-themed social



## Videos

In August, the department posted recruitment videos on the Web site about life and family medicine in Minnesota and what makes each of our programs unique. Check them out on our Web site, YouTube channel, or Facebook page.

- Web site: [www.fm.umn.edu/education/residency](http://www.fm.umn.edu/education/residency)
- YouTube: [www.youtube.com/UMNFamilyMedicine](http://www.youtube.com/UMNFamilyMedicine)
- Facebook: [www.tinyurl.com/UMfamilymedicine-Facebook](http://www.tinyurl.com/UMfamilymedicine-Facebook)

## Night Out

The fall Night Out with Family Medicine event was held September 30 at the McNamara Alumni Center Heritage Gallery. Department researcher and Minnesota Academy of Family Physicians (MAFP) President Pat Fontaine, MD, MS, (right) spoke about MAFP, the future of family medicine, and balancing career and family.



## MAFP Brunch

MAFP sponsors an annual recruitment brunch for first- through fourth-year medical students. More than 20 residency programs from around the country participate in the event; each program offers a hands-on procedure workshop.

This year's event was held October 10 at the Embassy Suites Minneapolis-Airport. All eight department programs participated and led workshops in ultrasound quick scan, shoulder joint injections, episiotomy repair, suturing, short-arm casting, EKG interpretation, and more.

## Family Medicine at the State Fair

On Saturday, August 29, the department hosted the Health Zone in the University of Minnesota building at the Minnesota State Fair.

Activities included "Ask the Doctor" and "Ask the Pharmacist," giving fairgoers an opportunity to ask experts about health care reform and guidelines, medical innovations, medications, and more.

Faculty and resident volunteers included Jon Hallberg, MD, Jean Moon, PharmD, Jeremy Springer, MD, (right with a fair-goer) and Greg Dukinfield, MD.



## Welcome Fellows

**Sheena Hoffmann, PsyD**, human sexuality fellow, received her PsyD in clinical psychology from the Illinois School of Professional Psychology.

Her clinical interests include feminist and interpersonal theory; post-traumatic stress disorder and substance use; persistent and severe mental illness; sexual assault; domestic violence; and GLBT concerns.

Hoffman's research interests include transgender and gender expression; sexual identity development; sex education; and HIV/AIDS.



In her free time, Hoffman enjoys taking yoga and aerobics classes, attending concerts, shopping at farmers markets, and camping.

**Erik Sprankle, PsyD**, human sexuality fellow, received his PsyD in clinical psychology from Xavier University in Cincinnati, Ohio.

His clinical interests include male and female sexual dysfunction, relationship therapy, sexuality and illness, and compulsive sexual behavior.

Sprankle is currently researching the effects of sexually explicit content in the media and recently published an article in the *Journal of Media Psychology*.



Sprankle is married and has a three-year-old cat named Wednesday Addams. His personal interests include kayaking, visiting amusement parks and zoos, inline skating, and writing.

**Glen Varns, MD**, hospice and palliative medicine fellow, attended medical school at the University of Minnesota and residency at Hennepin County Medical Center (HCMC).

Previously, Varns served as lead hospitalist at HCMC, where he helped develop a new hospitalist program.



Varns and his wife live in Minneapolis with their border collie-mix. In his free time, he enjoys cooking and biking.

### GO GREEN

Opt to receive this newsletter electronically by e-mailing [ebuege@umn.edu](mailto:ebuege@umn.edu).

## New Faculty and Staff

**Renee Crichlow, MD**, began a faculty appointment at North Memorial Family Medicine Residency in July.

Crichlow attended medical school and residency at the University of California, Davis. She also completed fellowships in faculty development and research and primary care health policy. Her medical and research interests include evidence-based practice, obstetrics, and public health interventions.



Crichlow and her partner, Nicole Winbush, MD, live in Robbinsdale with

their son, Amos Olivier Kampfe. She enjoys snowboarding, reading, eating good food, and spending time with family and friends.

**Roli Dwivedi, MD**, joined the team of physicians at the Community-University Health Care Center in August.

Dwivedi is a recent Smiley's grad and Society of Teachers of Family Medicine Resident Teacher Award recipient. Her interests include preventive medicine and a variety of women's health topics, e.g., prenatal and neonatal care, obstetrics, and procedures.



Dwivedi lives with her husband and six-year-old son. She enjoys reading, gardening, and writing poetry.

**Sue Nordin, MD**, joined Duluth campus faculty in August to be a master tutor for applied anatomy/physical diagnosis skills and clinical and community medicine.

Nordin attended the University of Minnesota Medical School and the Duluth Family Medicine Residency. She is currently a practicing family physician at Lake Superior Community Health Center and works part-time at St. Luke's Urgent Care in Duluth.



Nordin lives with her husband Mike and children Anna and Ryan. She enjoys hiking, cross-country skiing, and exploring the North Shore.

**Katie Strassener** graduated from the University of St. Thomas with a degree in accounting and began her position as



an accountant with the department in September.

Strassener lives in Eagan with her fiancé John, brother Sam, and one-year-old puppy Rudi. She enjoys golfing, cooking, reading, and spending time with family and friends.

**Kimberly Tran** also joined the department's finance team as an accountant in August.

Tran was previously employed with Carlson Companies and Capella

University in various accounting roles. She earned a bachelor of science in accounting from Globe University and a bachelor of arts in global studies from the University of Minnesota.



## Here's What's Happening

### Awards/Honors

St. John's Hospital chief resident **Kevin Best, MD**, received the St. John's Hospital Shining Star Award on September 15 for caring and compassionate service. A patient of Best's donated money in appreciation for the care he received while in the ICU.



The July-August edition of the *Journal of the American Board of Family Medicine* noted **Dwenda Gjerdingen, MD, MS**, for joining its editorial board.

The Mill City Clinic is featured in the September/October edition of *Architecture Minnesota*, which focuses on innovative designs of interior spaces.

**Jim Pacala, MD, MS**, was inducted into the 2009 Academic Health Center Academy of Excellence in the Scholarship of Teaching and Learning on September 23.

**Therese Zink, MD, MPH**, won the *Minnesota Medicine* physician writing contest, and **Nancy Baker, MD**, received honorable mention. Zink's winning

story was published in July's *Minnesota Medicine*, which also featured an article on her role helping Rural Physician Associate Program students write narratives about their experiences.

### In the Media

**Eli Coleman, PhD**, was quoted in a *Star Tribune* editorial on August 2 about whether or not there is a link between pornography and violent sexual behavior.

**Jon Hallberg, MD**, serves as a medical commentator on Minnesota Public Radio's "All Things Considered." Recent topics have included H1N1, physician board certification, Bell's palsy, and malpractice insurance reform.

North Memorial third-year resident **Jake Hayman, MD**, discussed the often overlooked but simple, effective treatment of exercise in the August 13 edition of *The Dutch Harbor Fisherman*, an Anchorage, Alaska, newspaper.

The *Star Tribune* featured an article on July 14 about the success of the inter-professional education and care model at Walker

Methodist Health Center Transitional Care Unit. **Terri McCarthy, MD, MS**, was quoted.

**Jim Pacala, MD, MS**, was quoted in the *Minnesota Daily* on August 11 about the future of the Medical School White Coat Ceremony, in light of the American Medical Association House of Delegates' proposal to ban white coats for fear they may carry bacteria among patients.

**Chrystian Pereira, PharmD**, was interviewed on WCCO-TV's "Good Question" on August 12 about the benefits and common misconceptions of aspirin.

WCCO-TV personalities Frank Vascellaro and Amelia Santaniello talked with **Bean Robinson, PhD**, (pictured below) about marriage and monogamy on the September 14 WCCO-TV 10 pm newscast.





**Bill Roberts, MD, MS**, has recently been cited in the media on a variety of sports medicine topics, including runner hydration, cardiovascular disease in runners, stretching, preventing heat stroke in high school athletes, and why elite marathoners run so fast. Roberts also authored a “Health Talk & You” column on staying hydrated and fueled during athletics, posted to the Fox 21 News Web site on July 5, and wrote about a comprehensive, school-based program developed to save lives from sudden cardiac arrest in August’s *Minnesota Health Care News*.

**Therese Zink, MD, MPH**, discussed the impact of child abuse on both a patient and physician in the August edition of *Minnesota Medicine* and the need for health care reform in the August 12 *Zumbrota News Record*.

## Scholars’ Corner

### Education

**Alan Johns, MD, MEd**, and **Bonnie Peterson, MEd**, recently received master’s degrees in education from the University of Minnesota – Duluth campus.

In June, **Thomas Satre, MD**, graduated from the National Institute for Program Director Development I: Fundamentals Fellowship, sponsored by the Association of Family Medicine Residency Directors.

### Grants

**Walter Bockting, PhD**, received \$238,730 from the National Institutes of Health (NIH) in September to research sexual health and HIV prevention for transgender people.

The results of this two-year study will aid in the development and evaluation of an effective, online intervention to prevent the spread of HIV and promote the sexual health of transgender people and the population at large.



2009 Twin Cities Marathon medical staff included (L-R) Grant Morrison, MD, medical director Bill Roberts, MD, MS, medical student Nate Waibel, and residents Jake Hayman, MD, and Juan Carlos Galvez-Vargas, MD.

NIH awarded **Susie Nanney, PhD**, a \$75,227 grant on September 1 to promote a school breakfast program, as an innovative approach to prevent childhood obesity.

Nanney’s pilot study, The Breakfast Club, will develop and test a grab-n-go school breakfast menu, convenient serving and eating locations, and a social marketing campaign promoting breakfast consumption among a diverse group of middle school students in a northern Minneapolis suburb.

**Michelle van Ryn, PhD**, was awarded a \$2,734,770 grant from the NIH in September 2009 to conduct an innovative multi-measure longitudinal study of a national sample of medical students on unconscious stereotyping by medical providers.

The goal of the three-and-a-half year study is to examine the impact of individual and medical school factors on implicit and explicit racial bias in medical students’ judgments and decisions.

van Ryn said, “We have high hopes that findings from the project will benefit medical schools and students, ultimately reduce disparities, and improve quality of care for patients regardless of

race, ethnicity, social class, or sexual orientation.”

### Presentations

Program in Human Sexuality faculty **Eli Coleman, PhD**, **Jamie Feldman, MD, PhD**, and **Mike Miner, PhD**, recently presented at several national conferences: International Academy of Sex, Society for Medical Anthropology, and Association for the Treatment of Sexual Abusers. Topics included development of sexual identity, barriers to intimacy, promotion of sexual health, understanding sex between nontransgender men and transwomen and transmen, juvenile sex offenders, and effects of childhood sexual abuse.

### Publications

**Sharon Allen, MD, PhD**, and **Mustafa al’Absi, PhD**, were among the authors of an article about smoking cessation and menstrual phase, published in the August edition of *Addicted Behavior*. Allen was also an author of a related article, published in August’s *Human Psychopharmacology*.

**Jerica Berge, PhD**, **Tai Mendenhall, PhD**, and **Bill Doherty, PhD**, wrote about using community-based participa-

tory research to target health disparities in the October issue of *Family Relations*.

**Walter Bockting, PhD, and Eli Coleman, PhD,** were two of three authors of an article on gay and bisexual identity development among female-to-male transsexuals in North America, published in October's *Archives of Sexual Behavior*. Bockting and Coleman also authored a chapter on the development stages of the transgender coming-out process in the 2009 *Principles of*

*Transgender Medicine and Surgery*.

**Barbara Elliot, PhD, and Ruth Westra, DO, MPH,** authored a chapter on reproductive health care in the 2009 *Handbook for Rural Health Care Ethics*.

**Diane Madlon-Kay, MD, MS,** wrote about the optimal schedule for prenatal visits in the August edition of the *Family Physicians Inquiries Network Evidence-based Practice*. Madlon-Kay also authored two chapters in the 2009

edition of *Family Medicine: Ambulatory Care and Prevention* on breast lumps and dizziness.

**Kolawole Okuyemi, MD, MPH,** et al., wrote about African American light smokers in the August issue of *Substance Abuse*.

**Steve Stovitz, MD,** authored, "Shorter adults, yet taller children: What's up," published in August's *British Journal of Nutrition*.

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## Social Media: Fad or Standard?

Social media from 1

Let's walk through the latest data from Socialnomics™, a blog designed to cover the latest trends in social media.

### The Stats

- By 2010, Generation Y will outnumber baby boomers; 96% of them have joined a social network.
- It took radio 38, TV 13, the Internet 4, and iPod 3 years to reach 50 million users. Facebook added 100 million users in less than nine months.

If Facebook were a country, it would be the fourth largest in the world.

- In 2009, the U.S. Department of Education revealed that one in six higher education students are enrolled in online curriculum.
- Ashton Kutcher and Ellen DeGeneres combined have more Twitter followers than the population of Ireland, Norway, or Panama.
- 80% of Twitter usage is on mobile devices.

YouTube is the second largest search engine in the world.

- There are more than 200 million blogs. 54% of bloggers post content or tweet daily.
- 78% of consumers trust peer recommendations. Only 14% trust advertisements.
- More than 1.5 million pieces of content (Web links, news stories, blog posts, photos, etc.) are shared on Facebook, daily.

### What does this mean?

"Social media isn't a fad; it's a fundamental shift in the way we communicate," says Erik Qualman, author of Socialnomics.

Social networking sites and tools are changing the way we think about marketing, recruitment, and day-to-day communications. This is more than a statement; it's a conversation.

Share your thoughts or ask questions by e-mailing Emie Buege at [ebuege@umn.edu](mailto:ebuege@umn.edu).

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