

June/July 2018

The Audible Release

GET IN IT!

By Dan Roode, D.C.



The Annual PCCS Golf
Tournament is in the future as of
the time of this writing and in the
past at the time of this reading.
Suffice to say, it was without a
doubt the best we've ever had! If
you were there – you know what I

mean. If you weren't there – you have no reason to doubt this and will surely get involved in the PCCS to avoid missing out on any other amazing adventures!

But fun times (and FUNdraising) are not just what the Pinellas County Chiropractic Society is about. It brings together those of us who know each other and, more importantly, those of us who have yet to know each other. It brings me great joy to see a new face at a meeting. The initial nervousness of showing up to that first meeting is still fresh in my mind, and I also recall the camaraderie and welcoming spirit of the PCCS melts that away quickly.

What's left is a feeling that, after a long and arduous journey, you're finally home.

And it's not all group hugs either. The PCCS is consistently one of the most active local associations in regard to lobbying on a state level. We are often the loudest in the choir singing the praises of chiropractic to state lawmakers, which begs the question – if we don't, who will? It may sound boastful, but if the PCCS did not travel to Tallahassee to lobby every year, in addition to raising monetary funds necessary to do the same, there would be far less chiropractic presence in the capitol. Can we really afford to not be involved? Can you?

Yours in health, Dan Roode, DC



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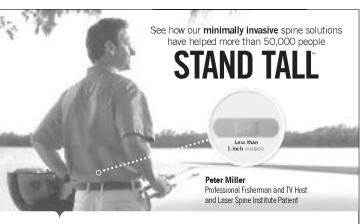
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The Audible Release provides news and information that is both educational and informative to the chiropractors and their associates in the Pinellas County area.

Society news, staff changes, personal announcements, photos and success stories are welcome. Articles about chiropractic procedures and issues concerning the practice of chiropractic should be submitted to the editor. Advertising inquires should be made to the publisher or visit us online at www.pccschiro.org

The deadline for ads and articles is the 7th of every month.

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Calendar of Events

May

8 12:30pm Board of Directors Meeting

Location: The Crafted Plate

10 PCCS Annual Golf Tournament

29 6:30pm: General Meeting

Location: The Crafted Plate

(located inside the St Petersburg Marriott)

Speaker: Dr Abby Perone

Topic: Kinesiology Taping Redifined: Taping Movement, Not Muscles



12:30pm Board of Directors Meeting

Location: The Crafted Plate

26 6:30pm: General Meeting

Location: The Crafted Plate

(located inside the St Petersburg Marriott)

Speaker: Atty Kim Driggers

Topic: Legislative Updates & Changes on the

Chiropractic Practice.

July

10 12:30pm Board of Directors Meeting

Location: The Crafted Plate

31 6:30pm: General Meeting

Location: The Crafted Plate

(located inside the St Petersburg Marriott)

Topic: Candidate forum





New Website Feature:

Google Map with search; and Clinic Website link.

Find a PCCS Chiropractor

www.PccsChiro.org

Plans for social media advertising later this year.

Make sure your information is updated.

For corrections, contact:
Mark Lipkin DC

23rd Annual Golf Tournament Tom Hughes, DC

The 23rd Annual Golf Tournament was held on May 10th once again at Bardmoor Golf & Tennis Club in Largo. The weather was great and both players and sponsors had a fun and enjoyable day. 68 golfers competed for the coveted PCCS Championship as well as other fun and exciting contests. The official results are below:

1ST PLACE (55) **2ND PLACE** (59) **HONESTY AWARD** John Hornbeck Kyle Savoy George Campbell Greg Dokka Alex Brown Adam Talley Geoff Pfeiffier Joel Berman Tim Sullivan Steve Mortimer Mike Perenick Jesse Morse

CLOSEST TO THE PIN

Men – Sponsored by Thomas Boland, MD, DMD, won by Chris Kerbo Women - Sponsored by Thomas Boland, MD, DMD, won by no one? Really? What happened there?

CLOSEST TO THE SPINE – Sponsored by Florida Chiropractic Association, won by Shirley Wyckoff

LONGEST DRIVE

Men – Sponsored by Florida Law Doc, won by Jesse James Women – Diagnostic Imaging Consultants, won by Jennifer Bunch

STRAIGHTEST DRIVE - Sponsored by PCCS, won by Steve Mortimer

\$10,000 CASH FOR A HOLE-IN-ONE ON #11 - Sponsored by PCCS, no winner!

PUTTING CONTEST – Sponsored by Standard Process, won by Joel Berman

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Proceeds from this event help support the general operation of the Society as well as raise money for our PAC. The total amount raised for our PAC is still being determined but needless to say it is more than we had prior to the tournament!

The PCCS Board of Directors and members would like to thank all the players, sponsors, raffle contributors and volunteers for making the event a success.

I hope you will take a moment to review the list of sponsors and raffle contributors who supported this year's tournament and make the choice to patronize those who support our Society.

See you next May for the 24th Annual Tournament. Until then, hope you hit 'em long and straight!

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THE RADIOLOGIST'S VIEW



THE URGENT FINDING

While sitting in your office, completing patient files, your concentration is abruptly ended by the distinct sound of your phone tone. It's the receptionist telling you that the radiologist from the MRI center needs to speak with you concerning the lumbar spine scan on Mrs. Jones. Immediately your mind is

overloaded with thoughts of impending doom. "Did I miss a fracture? A malignancy? Is my insurance up to date? Who's going to take care of my family while I'm incarcerated?" You pick up the phone and sheepishly say "H_e_l_l_o". "Yes, hello. Hope all is well. I would like to invite you and your staff to a charity event next week at the local golf club. Oh, and by the way, Mrs. Jones' MRI looks good." "Phew"...

This case may have ended well, but it is very likely that at some point in your career you will receive a call alerting you to a critical, urgent or unexpected finding on your patient. A critical finding requires immediate action; an urgent finding requires attention within 24 hours. The significant unexpected finding may or may not be critical or urgent, but is not expected by the referrer. As an example, a lesion that is suspicious for malignancy may be urgent but not critical. The same is true for some fractures. Evidence of hemorrhage or suspected aggressive infection would be considered critical. Critical findings are generally seen in inpatient facilities.

This is a risk management issue that needs to be addressed in a proactive manner. Therefore, it is important to have a policy or plan in place that deals with this situation. This is true for both the radiologist and the referring physician. For those who perform their own imaging and film interpretation (performing the function of a radiologist), the burden is amplified

Cont On Pg 8

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PCCS Annual Golf Tournament









THE RADIOLOGIST'S VIEW (Cont From Pg 6)

when there is uncertainty of the significance of a finding. In other words, is there confidence that the finding is truly urgent or is it just a normal structure, a variant, artifact or other benign entity? An example may be a suspected fracture of the odontoid versus a Mach line. A consultation with a radiologist would be an appropriate initial step.

The primary responsibility of the reading radiologist is to interpret the diagnostic image, create a clear and concise written report with a rational, reasonable conclusion and deliver the report to the referring physician in a timely manner. If the radiologist discovers a critical, urgent or unexpected finding, additional steps become necessary. Although a FAX or e-mail may be considered immediate modes of communication, the radiologist may have the added responsibility of phoning the referring physician, often before a written report is generated. If the physician cannot be reached directly, the information should be transmitted to the proper office person or other person responsible for the patient's care. In some cases the radiologist may find it necessary to contact the patient directly. The radiologist should continue efforts to contact the referrer. In addition, the actions taken by the radiologist should be indicated in the written report. For the non-radiologist challenged by the urgent finding, a similar algorithm should be followed with attempts made to contact the patient. It is important that the referrer carefully document the communications with the radiologist, the subsequent results of the exam and the

outcome of any and all attempts to make patient contact.

There are immediate actions that should be put in place so that the urgent finding is dealt with in a timely and responsible manner. In the cases that are sent to a facility out of your office, it is extremely important that the radiologist has all available contact information regarding the referring physician, including all phone numbers, FAX numbers and e-mail addresses. Similar contact information is required for a physician covering your office during your absence. In addition to clinical information regarding the patient, a phone number should be provided in the unlikely case that the radiologist needs to call the patient directly (If the referrer cannot be reached). If you perform imaging on your own, it is important that you have access to a radiologist for consultation prior to referring a patient to another physician. If you cannot reach a radiologist and, in your opinion, the finding is critical or urgent, do not hesitate to refer the patient for immediate care.

So, the next time the radiologist gives you a call, relax. It is more likely a call for additional information or an invite to play some golf.

Terry D. Sandman, DC, MPH, DACBR drtsandman@aol.com

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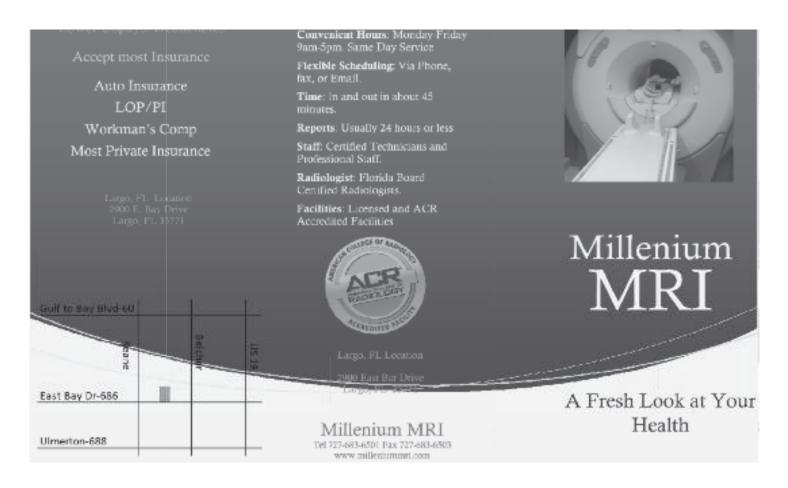
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Contact Jennifer Comey, Executive Director, with any questions regarding membership at (727) 398-5303 or email at: ed@pccschiro.org

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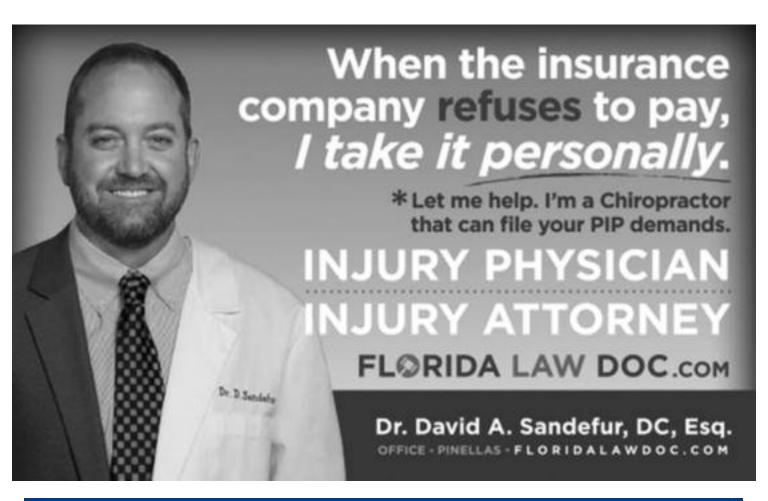
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