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Christiansen Receives Doctoral Degree



Information submitted by the UNMC PA program

Mark Christiansen has completed his doctoral studies at UNMC and received his PhD on August 14, 2009. Mark completed his studies in the Medical Sciences Interdepartmental Areas (MSIA) program working with the Department of Family Medicine, and successfully defended his dissertation in May 2009.

Dr. Christiansen graduated from the University of Nebraska Medical Center (UNMC) Physician Assistant program in 1977. He has practiced as a Family Practice and Emergency Medicine Physician Assistant in small communities in Idaho, Iowa and Nebraska for over 30 years. Mark received his Master of Physician Assistant Studies (MPAS) from the UNMC Distance Learning Program in 1997, and his Master of Science (MS) degree in Health Education from the University of Nebraska at Omaha (UNO) in 1999. He has been a fellow member of NAPA for many years, serves the academy as the chairman of the Judicial Affairs Committee, and was named the NAPA Physician Assistant of the year in 2005.

NAPA & Nebraska Spine Center Hold CME Conference

*Submitted by Dara Schroeder, PA-C
NAPA CME Committee Chair*

On Friday, October 2, 2009, the 2009 Fall Pediatric Spine Conference was held at the Crowne Plaza Hotel in Omaha. Only eight PAs were in attendance at the conference, but it was well attended with a total of eighty-two health care professionals including physicians, PAs, nurses, and physical therapists. Attendees heard information presented on evaluating spine disorders, back pain, weight training guidelines, clinical updates, cutting edge treatments, and current controversies from nationally renowned specialists.

I took the recently updated NAPA traveling board to display

at the conference. Information was available for those who were interested in learning more about NAPA, NAPA membership, or the two PA programs in Nebraska.

When I was approached by the staff at the Nebraska Spine Center with an offer to partner with them, I thought this would be a great way to offer quality FREE CME hours. Every year we get a handful of comments on our spring conference evaluation forms asking to have CME opportunities in Omaha and Lincoln. If we are presented with the opportunity to partner with organizations such as the Nebraska Spine Center again in the future, I hope that PAs from across the state will continue to take advantage of these CME opportunities so we can continue to offer them at little or no cost to attendees.

NAPA
Board of Directors Meeting
 Wednesday April 14, 2010
 Noon
 Holiday Inn, Kearney
 NAPA board meetings
 are open to all members.

Inside...

President's Messagepg. 2
 Best Bones Forever!pg. 3
 In the Board Room pg. 4-5
 PA in the Spotlightpg. 6

Dreaming of Spring

With the onset of the New Year, not only am I dreaming of an early spring, but I am also contemplating all of the upcoming activities on NAPA's calendar. Spring brings a busy slate for us all.

Our CME Committee, headed by Dara Schroeder, has been diligently planning another spectacular conference schedule for this year's gathering at the Kearney Holiday Inn April 14-17. There will be 25 Category I hours available. Over twenty speakers will be presenting on a wide variety of primary care and specialty topics.

Historically our conference has been well attended and received by your colleagues from not only Nebraska but from several surrounding states as well. Budget restrictions and decreased funding by pharmaceutical grants have been a challenge; however, our very resourceful committee members have again done an excellent job of putting together a top-notch conference.

There will be a couple of new highlights at this year's conference — a new entertainment event and "The Last Man Standing" award. An incentive will be given to any attendees that stay through Saturday morn-

ing's lectures. Brochures should be out in early February, so watch your mail and get your registration in early.

Another important upcoming event is NAPA's annual awards for PA of the Year and Supervising Physician of the Year. Peer recognition of excellence and accomplishment is very important to further personal growth and pride in those professional successes. I challenge all to take a moment to consider your colleagues. Don't we all know a fellow PA that has gone above and beyond their day-to-day responsibilities for the good of their patients or profession?

How about a supervising physician that has supported PAs and helped to portray the team concept as a strong image in their community? It doesn't require any particular paperwork to nominate someone, just a simple email with the name and a short explanation as to why they would be a good candidate for the award. These awards will be presented at our Spring CME conference during Thursday's Awards Luncheon.

Finally, our upcoming NAPA Board openings for the next year will be President-Elect, Secretary, two Board-of-Director

at-large positions, and a House of Delegates representative. There are also several committees in need of your opinions and skills. Will this be the year you step forward and become an active player in the future of our profession and the future of health care in Nebraska? There are many that have gone ahead of you and would be more than willing to take your hand and help you onto the path. It doesn't require a huge commitment on your part, and the returns are without limit. Attend our Board of Directors meeting at noon on Wednesday, April 14th at the Holiday Inn Kearney (or quarterly in Lincoln). Take advantage of the opportunities to network with your colleagues and NAPA Board members at the spring conference this year. They would be happy to discuss the responsibility of serving on a committee or Board position. Make your voice heard at our general membership meeting on Friday at noon. This is your chance! Take it! Your new thoughts and ideas are needed to continue the growth and evolution of our organization.

If you would like to discuss any of the above events, or simply have a comment or issue for NAPA to consider, please feel free to email me at miahyde@hotmail.com. Otherwise, I look forward to seeing you all in Kearney!



Mia Hyde, PA-C

NAPA's 35th Annual Spring CME Conference and General Membership Meeting

April 14-17, 2010

Holiday Inn and Convention Center
Kearney, Nebraska

Register online at NebraskaPa.org

Hotel Reservations:

Holiday Inn 308-237-5971
Wingate 800-228-1000
Hampton Inn 308-234-3400

Supervising Physician of the Year Award

Send your nominations to

Mia Hyde

miahyde@hotmail.com

Get Involved Now!

NAPA Positions Available

Pres-Elect, Secretary
2 BOD positions
and an HOD rep

send info now to:
Mia Hyde miahyde@hotmail.com

Best Bones Forever!

Grow Strong Together, Stay Strong Forever!

EMBARGOED FOR RELEASE
Until September 1, 2009 at 3:01 a.m. EST

CONTACT: Elizabeth Osborn, 585-451-9746
eosborn@hagerssharp.com

HHS LAUNCHES **BEST BONES FOREVER!** *Campaign Targets Girls as Bone Health Risks Rise*

(North Las Vegas, NV)—The U. S. Department of Health and Human Services (HHS) today announced a new campaign, called Best Bones Forever!, designed to improve bone health and decrease the risk of osteoporosis. Research shows that bone fracture rates are increasing, and few adolescent girls get the recommended amounts of calcium and vitamin D—the building blocks for strong bones.

Osteoporosis is often called a “pediatric disease with geriatric consequences.” Childhood and adolescence are the key windows of opportunity for building strong bones and warding off the disease. In girls, close to 90 percent of bone mass is built by age 18. Girls, in particular, are at greatest risk for bone problems. Osteoporosis is four times more common in women than men, and adolescent girls consume calcium and participate in physical activity at lower rates than boys. The new campaign empowers girls ages 9 to 14 to build the best bones forever!

“We want girls to know that if you’re older than nine, now’s your time!” said Secretary Sebelius. “Building strong bones now will help you stand tall for a lifetime.”

HHS recommends girls look for foods with calcium and vitamin D, which is necessary to help bones absorb calcium. One recent study found 70 percent of kids in the U.S. had below-normal levels of vitamin D, with deficiencies increasing as kids age from childhood to adolescence. The federal government recommendation for daily calcium consumption increases from 1,000 milligrams (mg) to 1,300 mg at age nine. The guidelines for physical activity for kids are 60 minutes daily, including three days of bone-strengthening activity.

The new campaign embraces an issue close to every girl’s heart: friendship. Best Bones Forever!, developed by the HHS’ Office on

Women’s Health (OWH), urges girls and their BFFs (best friends forever) to ‘grow strong together, and stay strong forever.’ Research shows that girls whose friends like milk are more likely to have higher calcium intake. Similarly, physical activity also gets a boost among girls whose friends have positive attitudes toward sports.

The message for parents is one of urgency. Girls between the ages of 9 to 18 are in their critical bone-building years. Campaign materials and a Web site for parents empower them to “Act now to help her build her best bones forever!” When asked about who has the biggest influence on what they eat, girls ages 8 to 15 first cite parents (83 percent), followed by “themselves” (60 percent), and friends (19 percent).

“Parents can make a big difference in helping their kids build strong, healthy bones, and the things that improve bone health are also good for overall health,” said Dr. Wanda Jones, Deputy Assistant Secretary for Health (Women’s Health), HHS. “So go ahead and stock the fridge with foods rich in calcium and vitamin D, like yogurt, milk, cheese, tofu with added calcium, and leafy greens. Encourage her to be active, and do things as a family such as taking walks after dinner.”

Best Bones Forever! updates and revamps an earlier national bone health campaign for girls called Powerful Bones. Powerful Girls, which was first launched in 2001. In order to appeal to girls as they mature, the new campaign has adopted an edgy vibe, trading the earlier campaign’s cartoon spokescharacter for the ‘exskullmation’ point. This new iconic symbol is designed to get girls excited about building the best bones forever.

The Best Bones Forever! community pilot program also launched today in three sites: North Las Vegas, NV; Ulster County,

NY; and Pinal County, AZ. Coalitions in each site will bring the campaign to their communities through a range of activities. They will also be executing and evaluating a bone health behavior change program for parents and girls called BodyWorks. Adapted from OWH’s existing family health and fitness program for parents, BodyWorks will feature a new complementary physical activity program just for girls in these communities. Results from the community pilot program will demonstrate which activities can be replicated in towns across the country.

Best Bones Forever! is a public-private partnership that brings together organizations from across the country. Founding partner, National Osteoporosis Foundation, tops a partner roster that also includes Girl Scouts, Girls Inc., Action for Healthy Kids, the American Academy of Pediatrics, American Alliance for Health, Physical Education, Recreation and Dance, National Association of School Nurses, the National Institutes of Health, Women’s Sports Foundation, and more. For more information on campaign partners and activities, go to the campaign Web site for girls at www.bestbonesforever.gov or for parents at www.bestbonesforever.gov/parents.

Office on Women’s Health

The Office on Women’s Health (OWH) was established in 1991. OWH coordinates the efforts of all the U.S. Department of Health and Human Services’ agencies and offices involved in women’s health. The office works to improve the health and well-being of women and girls in the United States through its programs, by educating health professionals and motivating behavior change in consumers through the dissemination of health information.



Newsletter Report for BOD meeting 1/9/10

Submitted by Penni Jackson, PA-C

President Mia Hyde called the meeting to order at 9:06 a.m. on Saturday, January 9, 2010. Roll call was taken and a quorum of voting members confirmed. Minutes from October 3, 2009 NAPA BOD meeting were reviewed and approved as submitted on the updated report by Penni Jackson, Secretary.

Past President–Jon Monk

Has sent letters to Senator Ben Nelson regarding the health care reform.

President–Mia Hyde

Has been corresponding with Senators Nelson and Heinemann regarding current health care reform initiatives. She has been assisting with coordination of the Capital Connection trip. Has given some health-related presentations to small community groups and is working with Public Health Department to coordinate vaccination clinics at schools and in communities of Gibbon and Shelton. She is also corresponding with Central NE Regional PA network re: job openings, PA and Supervising Physician of the Year nominations.

President Elect–Patty Scholting

No Report

Secretary–Penni Jackson

No Report

Treasurer–David Powell

Income since end of August \$825.32, Expenses \$7636.15 Investment gains 82,473.11. Net operating income: 13,397.96 Treasurer's Report was reviewed and approved unanimously by the board as submitted.

Board of Directors-at-Large

Chelsea Doane– attended the last CME meeting and is working on recruiting some reps for the CME conference. She also helped organize the H1N1 flu clinic for the firefighters.

Jodi Chewakin– has been in charge of lining up the travel plans for the Capital

Connection trip. Four people are currently planning on attending, Jodi Chewakin, Roger Wells, Chuck Scholtes, and Patty Scholting. No students will be attending this year.

Dara Schroeder–No report
Russell Coash– No report

Committee and Liaison Reports Internal Affairs

Publication/communications– Russ Coash

Written report detailing proofer billing issue.

Membership Committee– Amy Meeks

The membership committee has recently been working on creating a new NAPA brochure for new members and graduates. The due renewal notices went out in mid-November with a reminder to follow in February. Andy reported over 100 people have already renewed their memberships. Membership dues have remained at \$75 this year but will go up in 2011 to the previously approved amounts (Fellow \$100, Associate \$100, Sustaining \$75, Students free; new members ½ price \$50 for the first year) and this will be changed on the website. Membership cards will for sure be mailed out this year, and the cards will include the dates for the upcoming CME conference for the next three years on the back. Amy also gave a brief overview of NAPA membership. NAPA hosted a pizza party for the December UNMC graduates. A similar talk will be scheduled with Union graduates in May.

Investment Committee– Kathy Tonkin

The account is up 25.68% at the end of the year, closing 2009 around \$345,000.

Computer–Tom Grothe

The plan is to budget for a new computer in the 2010 budget for the HOD Representatives.

NAPA Office–Andy Licht

Exhibitors are being contacted for the CME conference. He passed around the meeting a Christmas card NAPA received from Union College. He has also been working on conference brochures and membership renewals; second membership renewals will be sent out 1st or 2nd week in February.

Communications/Website– Michelle Christensen

Kathy Tonkin noted Authorize Net has been turned on for the next six months for credit card transactions, but there have still been some problems with renewing online as the website wasn't asking for the member's address.

External Affairs

Legislative–Bonnie Shearer

The PA Committee had a discussion regarding NCCPA recertification and need for license renewal. Until 2002, several health positions were not mandated to have continuing medical education hours. Currently only eighteen states require current certification for license renewal; however, most hospitals and insurance companies require you are certified. NCCPA reports 98% of PAs voluntarily recertify. The PAC has asked for NAPA BOD members' input. NCCPA and AAPA are looking at more specialty exams

PA Committee– Paul Shellabarger

No Report

Reimbursement– Chuck Scholtes/Bonnie Shearer

No Report

PPR/Public Relations– Ami Jones

No Report

HOD

Tom Grothe–reported AAPA is restructuring

Newsletter Report for BOD meeting 1/9/10

turing the entire board due to cost.

Chuck Scholtes–No report

Jason Hadenfeldt–No report

PARA/Liaisons–Karen Schrader

No Report

Patient Safety–Darwin Brown/ Patty Scholting

The coalition has received a lot of reports, and the organization is continuing to grow. Amy Thimm, RN was hired as the field coordinator for the Coalition. Currently forty-two Nebraska hospitals are members (42/86, 49%). The coalition wants to continue to grow and funding is very important. Members of the coalition are volunteers, but due to the increase in demand more paid employees are needed. Therefore, the coalition requested cash support from NAPA for another three years. Jon is concerned about what NAPA is getting from our continued support, but as discussed at the last BOD meeting the coalition has been proven to be very beneficial for patient and hospital safety. It was agreed by majority of the BOD members; exception Jon Monk (dissenting voter), that the coalition is worth supporting.

Scholarship & Grants

Committee (formerly Nebraska PA Foundation)–Darwin Brown/Tom Grothe

The website has been updated of the changes and the links to donate are available on the NAPA website. Due to the changes in the committee the scholarships are going to be more limited for 2010 and would like a donation from NAPA. The goal is to give at least six scholarships (\$1000) each. It was proposed to have a table at the CME conference for scholarship and grant committee support.

CME Committee– Dara Schroeder

The next conference is scheduled to be

held in Kearney at the Holiday Inn April 14-17th 2010. All the fees are being raised about \$26 this year across the board for registration; students are being raised only \$5. Dara would like to include physicians for the conference if any would like to attend. Tom suggested contacting the Nebraska Family Physician organization to see if they would post an invitation to our conference on their website. The students want to have a quiz bowl, Union College vs. UNMC on Friday evening, which was approved.

Student Society Reports

Union College–Fred Wittleder

No report

UNMC Program– Mallory Martineau

Class of 2009 held their commencement ceremony on Friday, December 18 for thirty-nine new UNMC PA graduates. Spring semester began January 4, 2010. The class of 2011 is now registered as a student society through AAPA. Interviews for the Class of 2012 began in December and will conclude on January 29th. Class size may expand from forty-two to forty-four students. The annual nut sale fundraiser concluded in December. The class has been busy with Community Involvement including the Toy Drive for Native American Children (ages 0-18) held during November and December, volunteered at the UNMC Pediatric Halloween Parade, and two students helped chaperone a UNMC Pediatric Movie Night in December.

PA Program Reports

UNMC–Jim Somers

Tom Grothe reported UNMC is in the process of interviewing for the class of 2011. Over 300 applications were received. Planning to increase the class size to forty-four students. RHOP for PA program can

now go to Chadron and Wayne just like medical school.

Union College–Mike Huckabee

No Report

New Business

PA/ Supervising Physician of the Year Awards—nominations are again due. Mia Hyde challenged the

Board members to each submit one fellow PA for the award. So far only two nominations have been received. Please get your nominations sent in.

Upcoming elections/call for candidates: Five positions will be open this year: two BOD members-at-large, President elect, HOD representative, and Secretary.

The entire 2010 budget was broken down and some changes were made. A motion was made to move the Nebraska Coalition for Patient Safety to BOD approved donations and continue supporting this cause for another three years at \$5,000 per year. Motion was seconded and approved by all expect one voting member (Jon Monk). Motion was also presented to give \$5,000 to scholarships. This motion was approved unanimously and also added to the BOD approved donations. (Total of \$10,000)

Total expenses \$135,021

Income \$123,150

Loss of \$11,871

Therefore a negative operating budget of -\$2,150 was proposed, motioned, seconded, and approved by majority (dissenting voter, Jon Monk).

Open floor

Meeting was adjourned by President-Mia Hyde at 1:30 PM. Next meeting scheduled for noon, Wednesday, April 14th in Kearney, NE at the Spring CME Conference.

Signature: Penni Jackson NAPA Secretary

Newsletter Archives

In case you missed it check out the July 2009 newsletter for an article on the 2009 Supervising Physician of the Year – Richard Cimpl, MD.
www.NebraskaPA.org

Introducing a New Feature in the NebraskaPA Newsletter

I would like to introduce a new feature to the NebraskaPA newsletter. Starting with this edition of the newsletter, we will feature one of your colleagues from around the state. I will start this series by spotlighting last year's "PA of the Year."

If you know of a PA that you would like to see featured in future newsletters, please contact me by email at R_COASH@YAHOO.COM.

PA in the Spotlight

The 2009 NAPA PA of the Year - Brent Madsen

In preparing to draft this article, I reviewed the letters of recommendation that NAPA had received in support of Brent Madsen for the "PA of the Year Award." A common theme emerged from these writings. It became apparent that part of what has made Brent a successful PA is the connections that he has formed. Those supporting Brent spoke of his strong connections to the community, his colleagues, and his patients.

After graduating from the UNMC PA program in 1994, Mr. Madsen signed a two-year commitment in Hebron as part his obligation to the National Health Service Corps to practice in an underserved area. Brent and his wife Monica grew to love the small-town feel of the community and have been there ever since.

Brent enjoys a very diverse medical practice. In addition to providing a full range of family practice services at the Hebron Medical Clinic, he regularly sees patients in three satellite clinics and two long-term care facilities. Brent also provides ER coverage, practices hospital medicine, and even assists with surgical procedures.

Mr. Madsen has strong ties to the community. He is involved with the Thayer County Health Services Foundation's efforts and has taken on many other community roles, such as being a Boy Scout leader and softball coach.

Many of Brent's other activities center around his family. He and Monica have their hands full keeping up with the activities of their 13-year-old daughter and 10-year-old son. Somehow Brent still finds time to golf and go to Nebraska football games.

Brent's wife Monica believes that the "one attribute that has helped him succeed in his career as a PA is how well he can relate to the ordinary person." She adds, "He is down to earth and practical." Mr. Madsen credits his "wonderful medical staff" with

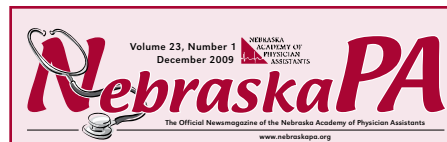


allowing him to build a solid patient following over the years.

After listening to all that has been said about Brent Madsen, it is no surprise that he was honored as the 2009 NAPA "PA of the Year."

Russ Coash, PA-C
NAPA Newsletter Editor

PA of the Year Award
Send your nominations
to
Mia Hyde
miahyde@hotmail.com



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Russ Coash, PA-C, Managing Editor

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