

# IOWA MEDICINE

Journal of the Iowa Medical Society



**PROVIDER  
BURNOUT &  
Professional  
Resiliency**

**2018 Session Nears Completion**

**Collaboration Is Critical  
to Combat Opioid Abuse**

**IOWAMED Insurance, Examining  
Your Financial Health**

**UI Update**

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### ON THE COVER

Paul DeChant, MD, MBA, addresses the crowd at the *Provider Burnout and Professional Resiliency Conference*.

### IMS CORE PURPOSE

*To assure the highest quality health care in Iowa through our role as physician and patient advocate.*



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### IMPLEMENTING THE STEENBLOCK REPORT

The *Provider Burnout and Professional Resiliency Conference* was the first of four recommendations that are the roadmap for IMS' work to support those dealing with burnout (**page 8**).



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### PHYSICIAN DAY ON THE HILL A HUGE SUCCESS!

On Wednesday, February 28, nearly 70 physicians, residents, medical students, and clinic administrators traveled to the State Capitol to participate in Physician Day on the Hill (**page 14**).





**PROVIDER BURNOUT AND PROFESSIONAL RESILIENCY CONFERENCE**

The *Provider Burnout and Professional Resilience Conference* held on February 8 featured nationally recognized speakers with a wide variety of knowledge on professional burnout (page 18).



**Upcoming Events**

**APRIL 2018**

- April 27**  
Policy Forum
- April 27-28**  
IMS Annual Conference

**MAY 2018**

- May 15**  
IMS Committee on Sports Medicine

**JUNE 2018**

- June 9-14**  
AMA Annual Meeting, Chicago

**JULY 2018**

- July 4-14**  
Board of Directors Meeting

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**WALK WITH A DOC**

This national program is keeping patients active and helping physicians combat burnout (page 16).



## WALK WITH A DOC



In preparation for the *Provider Burnout and Professional Resiliency Conference*, IMS staff had the opportunity to speak with Cheryl True, MD, Family Medicine/Lifestyle Medicine, Davenport, in length about burnout and Lifestyle Medicine. One of the key components of Lifestyle Medicine is regular physical activity. During conversations with Dr. True, she expressed her involvement in the Walk with a Doc (WWAD) program.

Walk with a Doc is a program where a physician and/or other healthcare professionals provide a brief presentation on a health topic and then lead a walk. There are currently six registered WWAD programs in Iowa: Ames, Council Bluffs, Davenport, Des Moines, Fort Dodge, Grundy Center, and Sioux City.

Stress is one of the 10 World Health Organization social determinants of health, and physical activity is a key ingredient in stress management. The WWAD

program is not only beneficial to patients but to the physicians involved. Staff sat down with Dr. True for an interview regarding the WWAD program.

### How did you get involved with the Walk with a Doc program?

A few years ago I saw some information on WWAD and thought it would be a fun way to promote healthy activity and lifestyle education in a casual setting. It looked like a perfect fit for Lifestyle Medicine — allowing physicians to practice what they preach, become role models to their patients, and allow interactions during the walks with various healthcare providers in a very nonthreatening setting.

It is a very simple idea — Just Walk! — and brings you into an existing program that is ready to go right out of the box! I emailed them with the thought of a collaborative chapter with my veterinarians, and they were so accommodating to help us set up our program.

### You've partnered with a group of veterinarians in the Quad Cities. How did that partnership come about?

I have had a good relationship with my veterinary clinic for many years and was aware that animals suffered from many of the same chronic diseases as people. I was also aware of research showing the health benefits associated with having pets.

It occurred to me that perhaps we could encourage people to walk more by prescribing walking for the pets — and benefit both of them! The Animal Family Veterinary Care Center in Bettendorf was very excited by the possibilities, and we all really liked the ability to reach multiple audiences with our message.

### Can you describe what a "typical" walk is like for the participants?

It is a very simple format. There is a sign-in sheet and waiver for new participants. At the start, we give a brief health topic talk — which we do from both the human medicine perspective and the veterinary



perspective. For example, we might talk about diabetes and how exercise can improve control of the disease. After this we head out along our paved trail, where we have an “out-and-back” course that totals three miles. Participants can do as much or as little as they like at their own pace. We identify any healthcare professionals who would like to chat with walkers along the way.

This is the fun part, because we are not limited by a short appointment, and there are no computers, clocks, white coats, or stethoscopes! There is time for easy conversation about topics that people are interested in but do not have time to ask about during an office visit.

It is also fun for the providers. We can go into detail about topics we enjoy but do not have time for prolonged discussions about during clinics. We also have a chance for people to meet other walkers and form relationships.

#### **Have you referred any patients to this program? What is their initial reaction to it?**

We actually have a WWAD prescription pad we can use to “prescribe” the walks! And yes, we have had referrals, although most of our participants have come because they were invited by a friend or they saw an advertisement for it.

People enjoy the walks — and so do the pets! It is very informal and relaxed and gives people motivation to get out, a monthly schedule with reminders about

the walk, and a social activity as well as a physical one. It is also free! And it allows people to get to know healthcare providers outside of the clinic setting, so it is refreshing in that aspect as well.

#### **Addressing social determinants of health (SDOH) has become a focus of physicians, particularly primary care physicians. A sedentary lifestyle is typically top of the list of SDOH to address. Have you witnessed examples of where participants have expanded their exercise routines or have addressed other SDOHs because of their participation in this program?**

This is an area of interest to the WWAD founders as well, and they provide an overview of the benefits the participants have seen. We have not tracked this officially in our chapter, but we hear about our participants being active between walks.

Our chapter is proud to have been a part of two additional partnerships that we found important in the past two years. We were one of eight chapters who were a part of a CDC-funded grant last year that partnered WWAD and National Recreation and Parks. We brought in our local WWAD chapter, our local Park & Rec, and they had facilitators trained for an Arthritis Foundation program called Walk with Ease. We then copromoted our programs and saw participants cross over and take part in both activities.

We also were thrilled to have St. Ambrose University Occupational Therapy & Physician Assistant

students participate in a Service Learning project with us for a semester. The students were able to see a community program in action and participate as future healthcare providers. They even brought some of their patients to the Walks.

#### **What suggestions or recommendations would you give a physician who wants to start a Walk with a Doc program within their community?**

I think WWAD is a wonderful opportunity for any physician. It allow us to get out of the clinic and meet people where they are, be a role model, and even change up our routines to combat the physician burnout we are seeing at epidemic levels across the country.

This can be an opportunity for a new physician to get out and meet the community or a way for a clinic to offer additional options for their patients who need to make those “lifestyle changes.”

There are so many ways a practice can work this into their clinic, and it can be a way to engage both patients and staff in an easy, low-key, healthy activity. Contact the wonderful staff at WWAD headquarters — they are truly a great group supporting founder Dr. Sabgir’s dream. (And there is an entertaining newsletter to boot.) This is something that makes medicine fun! We are invigorated after each event.

To learn more visit [www.walkwithadoc.org](http://www.walkwithadoc.org) ■



# PROVIDER BURNOUT AND PROFESSIONAL RESILIENCY CONFERENCE

**The *Provider Burnout and Professional Resiliency Conference* was held on February 8 in West Des Moines. It featured nationally recognized speakers with a wide variety of knowledge on professional burnout. All members of the healthcare community were invited to participate and discuss this important topic. The conference was held as part of a larger effort to break down the stigma surrounding burnout, provide resources, and let healthcare professionals know they are not alone.**

The morning opened with Tammy Rodgers, a certified coach and cofounder of IMS Business Affiliate, The Meyvn Group. Rodgers has been instrumental in nine business start-ups and has had the opportunity to lead more than 200 employees in remote offices from Boston to Los Angeles and Minneapolis to Atlanta. She has also written more than 50 internationally distributed training programs.

To set the stage for the day's educational session, Rodgers pointed out that in the healthcare industry, research shows that burnout negatively impacts relationships with patients and professional colleagues. Burnout is not just an individual issue; it has effects on organizational attrition rates, customer service scores, and employee engagement metrics.

After the general session the conference moved into three different breakout sessions. The first featured Paul DeChant,

MD, MBA, a Family Medicine physician with 25 years of clinical practice experience and 30 years of management experience, culminating in five years as the CEO of Sutter Gould Medical Foundation (SGMF).

This session focused on the root causes of physician burnout — beyond simply just being overworked — that include

organizational cultural factors and personal resilience. Dr. DeChant introduced the group to Lean Management principles, an approach that focuses on key processes that lead to improved productivity and satisfaction. Lean Management helps reduce risk of burnout and enhance professional fulfillment.

Tammy Rodgers led another session that took a deeper dive into identifying burnout. Mayo Clinic research shows that more than 50 percent of all U.S. physicians are suffering from at least one symptom of burnout; the *2015 IMS Iowa Physician Survey* found nearly 80 percent of all active physicians in our state reported burnout. To prevent ending up on the wrong



Tammy Rodgers of IMS Business Affiliate, The Meyvn Group, led the opening session at the conference.





Dr. Paul DeChant shared his principles of Lean Management during a morning breakout session.



Dr. Cheryl True spoke on useful tools to prevent stress that leads to burnout such as mindfulness and being in the present.

side of these statistics, physicians should learn interventions to help combat burnout.

Rodgers suggested thinking about your personal self-care — what can you do in your life to prevent burnout? Being more self-aware — what are your warning signs? Last, having a sense of self-management — what can you do differently? She highlighted how important it is to invest in your self-care. Strategies include exercising, proper sleep, learning to say “No,” and improving your social support system.

The third morning breakout session was hosted by Vidya Kollu, MD, Hospitalist in the division of Hematology, Oncology and Blood and Marrow Transplantation at University of Iowa Hospitals & Clinics in Iowa City. Dr. Kollu’s topic focused on improving resiliency. She taught the audience small steps to improving resiliency, such as keeping a gratitude journal,

volunteering outside of your practice, and improving or making strong connections with friends and family.

Dr. Kollu stated that taking small steps devoted to improving your own resiliency will help you have a longer, more satisfying career and reduce your risk of burnout. Having a strong sense of resiliency also has a strong positive impact on your team members, family, and patients.

Following the networking lunch, participants attended three breakout sessions. Presenter Cheryl True, MD, Family Medicine, Davenport, discovered the emerging specialty of Lifestyle Medicine and decided to make this her focus. Dr. True dedicated her discussion to mindfulness.

Mindfulness is a tool that can be practiced to help prevent or manage symptoms of burnout. Having a greater awareness of your breathing to calm you, being

present in the here and now, and being cautious of what is going on within you and around you are all practices of mindfulness that reduce stress and, in turn, reduce symptoms of physician burnout.

A take-away message from an attendee of Dr. True’s session stated they will “take time daily to slow down and be present.”

Michael Wood, cofounder of 747 Insights, is a sought-after generational expert, researcher, and presenter. Over the course of his career, he has helped hundreds of the world’s leading brands and organizations better understand, manage, and connect with their constituents.

Wood focused his breakout session on creating and maintaining a healthy work environment for multiple generations’ inherent values and attitudes. In return, this better understanding of each generation’s needs and the issues that are important to them helps





Dr. Ryan Bailey addressed cognitive behavior and neuroscience involved when experiencing stress.

foster teamwork and minimizes stress and frustration in the work environment.

One attendee stated that Wood's generational talk will "increase the cohesiveness of our team" and that they will continue to research on how to bring generations together.

Ryan Bayley, MD, CPC, was the final speaker for the afternoon breakout sessions. Dr. Bayley is a consultant and physician coach.

His work focuses on helping physicians cultivate greater professional fulfillment, develop leadership skills, navigate career transitions, and run workshops to help institutions better understand how to create the physician well-being necessary to drive institutional performance.

Dr. Bayley discussed the cognitive behavior and neuroscience behind our experience with stress and how it drives us toward burnout. Having an understanding on how brains are hardwired helps identify what triggers stress.

This includes poor sleep, hunger, high ambiguity, witnessing the suffering of others, and social status threats.

Dr. Paul DeChant returned to the main stage to cap off the conference with the general session *Preventing Physician Burnout — Returning Joy to Patient Care*. He reviewed drivers of burnout such as loss of control, absence of fairness, conflicting

values, and time pressures. Dr. DeChant suggested three areas of focus to help minimize the effects of burnout: foster healing and personal resilience, improve organizational wellness — such as a management system to support and sustain the workplace culture — and increase efficiency by removing barriers to professional fulfillment from the clinical environment.

The conference comments from participants have formed the foundation for numerous upcoming events, including programming at the IMS Annual Conference on April 27–28 in Des Moines, regional burnout and resiliency events, and another full-day multispecialty conference in eastern Iowa this fall.

Watch IMS publications for additional information on these events. Visit the IMS website, [www.iowamedical.org](http://www.iowamedical.org), for resources under the "Burnout" tab. ■



Michael Wood spoke about meeting the differing needs of multiple generations to foster teamwork.



Building a support network is an important key to combating burnout. The networking lunch at the conference was the first step in this process.