ALUMNIConnection

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Winter 2011



Win an alumni t-shirt, coffee mug and two free passes to Reunion Weekend 2011 if you can name the people in this photo and the event they are attending! Email your answer to medalumni@ uthscsa.edu. The first correct respondent wins!

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Save the Date!

Reunion Weekend 2011 October 20-22

Reunion Weekend 2011 will feature activities for <u>all alumni and their families</u>, including campus tours, presentations by medical students and the dean, CME courses, class dinners, and an Alumni Gala!

Online registration will begin in April. For more details, go to **www.SAmedAlum.com**

This is my valedictory address to the Alumni Association. I concluded my term at Reunion Weekend in October, leaving the Alumni Association in the able hands of our new president, Dr. Valerie Pronio-Stelluto '90, our board of directors, the director of alumni relations, and an outstanding new dean.

Nothing in my professional career has been more enjoyable and fulfilling than serving as your president for the past four years. Thank you for this privilege.

I rejoin the alumni corps with a commitment to fulfill the admonition of the Association's motto: **Stay Informed. Get Involved. Become Invested.** I commend this commitment to you. I look forward to receiving School of Medicine information by mail, e-mail, and website. I look forward to staying involved in the activities of the Alumni Association and in the School of Medicine as a mentor and host to students. I look forward to continuing to invest my energy, interest, and income in our School of Medicine.



Your Alumni Association has made great progress during the past year, but none so much as could be made with your involvement. Following are some of our highlights:

- In the first 16 months of the alumni initiative to transform the next generation of students, the Student Education Enhancement Fund received 69 gifts totaling more than \$203,000. With that money, we built the new 1,500-square-foot Alumni Association Student Lounge and expanded the tutoring services we offer our medical students. In the coming year, we will use campaign funds to enhance the H-E-B Clinical Skills Center and increase student opportunities for summer research, community service learning initiatives in San Antonio, and medical outreach trips throughout Texas and around the world.
- After launching our first regional alumni chapter in the Rio Grande Valley (RGV) in January, we held a reception last July at the Regional Academic Health Center in Harlingen. Sixty-five people attended the event, including 17 alumni and family members, 25 third-year students, and 23 faculty, staff, and family members. We plan to launch our next alumni chapter in San Antonio in 2011, so please contact the Alumni Relations Office if you are interested in participating in this effort.
- Also in July, we hosted our annual reception and dinner for the entering class of new students at Cha-Cha's in San Antonio. More than 170 people attended this event, including 151 students and guests, 12 alumni, and 10 faculty and staff. The Cha-Cha's dinner and the RGV reception support one of our key objectives: to host events at which alumni and students can enjoy the mutual benefits of interacting with each other. Students are always eager to learn more about alumni's experiences in medical school, residency programs, and the real world of practicing medicine. Our alumni come away from such events energized by their discussions with students and encouraged about the future of medicine. Both alumni and students are able to establish valuable professional contacts that can last a lifetime.
- Another way we plan to bring students and alumni together is through the HOST (Help Our Students Travel) Program, in which alumni around the country assist students who are traveling to interview for residency programs in a variety of ways, including hosting them in their homes and helping them make valuable local contacts. In addition to serving as HOSTs, alumni can also mentor students, serve as guest speakers at student club gatherings, allow students to shadow them in their clinics, and work with students on community service learning initiatives.

The Alumni Association is also excited about the arrival of Francisco González-Scarano, MD, the new dean of the School of Medicine. We look forward to working closely with him to achieve our alumni objectives and, in so doing, advance the mission of the School. Our future is bright, but it will be even brighter with your presence and participation. I look forward to seeing you in the years to come.

James L. Holly, MD '73 CEO, SETMA, LLP

In Memoriam

Dr. Abraham Cano, former resident (age 67)

Dr. Daniel Carlisle '91 (age 47)

Dr. Gabriel Garcia-Thomas '91 (age 46)

Dr. Roger Gilbert Ramon '80 (age 63)

Dr. Steven Sprague '91 (age 45)

Reyes Receives Honor from Frisco (Texas) City Council

The Frisco City Council honored Dr. Paul H. Reyes '01 by declaring December 2009 as Dr. Paul H. Reyes Day, thanks to a proclamation delivered at a city council meeting. Reyes serves in the voluntary role of medical director of the Frisco Cares Clinic and is also a partner in Stonebridge Pediatrics.

"Dr. Reyes has helped lead the Clinic from its modest beginnings—first in a mobile clinic van, then in borrowed space in the Primera Iglesia Bautista in Frisco—to its current location at 6811 Oak Street in Frisco," according to the city's proclamation. "His energy, professional guidance and ready smile have helped provide an extremely valuable service to the lives of families in our community."

The Frisco Cares Clinic, established in 2005 by the Leadership Frisco Class No. 8, provides acute medical care and immunizations for uninsured children. It recently expanded hours and now treats uninsured adults as well. A majority of the clinic's patients live in Frisco, but it also has patients from Plano, McKinney, Little Elm and Prosper.

Mobley Receives Award from Texas Academy of Family Physicians



Dr. James Mobley '73 receives the 2010 Public Health Award from TAFP President Melissa Gerdes, MD, of Whitehouse. The Texas Academy of Family Physicians presents this award each year to an individual who makes extraordinary contributions to the public health of Texas.

Dr. James A. Mobley '73, a private practice physician in Portland, Texas, was named the 2010 recipient of the Texas Academy of Family Physicians Public Health Award during the organization's 61st Annual Session and Scientific Assembly in San Antonio on July 24, 2010. The award recognizes individuals who are making extraordinary contributions to the public health of Texans.

Mobley has been in private practice since 1981 and has been the medical director of the San Patricio County Health Department since 1990. As medical director of the health department, he is responsible for all aspects of public health for the County through three public health clinics that handle

a variety of issues, including animal control, food inspection, sanitation, tuberculosis control, the indigent health program for uninsured residents, immunizations, and emergency preparedness.

Last year, Mobley was appointed to the BoldFuture Coastal Bend task force. He currently chairs the Safe Healthy Communities Action Team, which is composed of leaders in law enforcement, fire safety, medicine and public health who are charged with developing strategic plans and implementation strategies for health and safety issues over the next five to 10 years.

A retired Brigadier General from the U.S. Army, Mobley has also been on the forefront of hurricane preparedness and response for his region and county, arranging for evacuation of the most vulnerable disabled, hospitalized and nursing home residents when hurricanes have threatened.

Valley Baptist-Harlingen Honors Castillo

Employees of Valley Baptist
Medical Center in Harlingen, Texas,
recently selected Dr. James W.
Castillo as Physician of the Year. In
nominating Castillo for the award,
employees noted that Castillo's
"practice of medicine consistently
reflects quality and holistic patient
care—as well as courtesy and
respect for patients, nurses, and
staff members." Hospital employees
also described Castillo as a team



Dr. James W. Castillo

player, taking time to provide valuable information on efforts to improve quality at the hospital. Castillo, completed his internal medicine residency in 2005 at the School of Medicine's Regional Academic Health Center (RAHC) in Harlingen.

Molina Healthcare of Texas Names Lawrence as Medical Director

In April 2010, Molina Healthcare of Texas named Dr. Courtney Lawrence '90 as its medical director. In her new role, Lawrence will be responsible for utilization management and coordination of care for Texas members.

Lawrence has 15 years of experience as a general pediatrician, including 13 years in San Antonio. She continues to see patients at Santa Rosa Children's Emergency Room. Previously, she was a pediatrician for South Texas Center for Pediatric Care.

"We're thrilled to have Dr. Lawrence on the team," said Dr. Robert Hilliard '94, chief medical officer for Molina Healthcare of Texas. "Her knowledge and experience in pediatrics will play an important role in making decisions that positively affect our largest population—children and their mothers."

Ngo Receives Award from American College of Surgeons Commission on Cancer

Dr. Rick Q. Ngo '88, a Cancer Liaison Physician (CLP) at Memorial Hermann Memorial City Hospital in Houston and a board member at the American Cancer Society High Plains Division, received an Outstanding Performance Award from the American College of Surgeons Commission on Cancer (CoC) in 2009. Ngo was one of 36 CLPs to receive this award for going above and beyond the scope of the normal duties of serving as a liaison between the cancer programs at their hospitals and the CoC.

As a CLP, Ngo is serving a three-year appointment and is among a national network of more than 1,600 volunteer physicians who are responsible for providing leadership and direction to establish, maintain and support their facility's cancer program. CLPs are an integral part of cancer programs accredited by the CoC. Specifically, Ngo is responsible for spearheading CoC initiatives within his hospital's cancer program; collaborating with local agencies, such as the American Cancer Society; and facilitating quality improvement initiatives utilizing data submitted to the CoC's National Cancer Database (NCDB).

Pronio-Stelluto Receives Best Clinical Instructor and Humanism in Medicine Awards

At the Harvard Medical School Commencement Ceremony this spring, Dr. Valerie Pronio-Stelluto '90 received the 2010 Leonard Tow Gold Foundation Humanism in Medicine Award as well as the award for the Best Clinical Instructor at Mount Auburn Hospital. In addition, at the Harvard Medical School Teaching Awards Celebration, she was named the 2010 Harvard Medical School Nominee for the AAMC "Humanism in Medicine Award." Among her other honors, she is the 2009 recipient of the National American Colleges of Physicians "Herbert S. Waxman Outstanding Medical Student Educator" Award.

The Gold Humanism in Medicine Award is bestowed each year upon the Harvard Medical School faculty member who most consistently demonstrates compassion and empathy in the delivery of care to patients, serves as role model and illustrates professional behavior by example, is approachable and accessible to students, welcomes opportunities for teaching and one-on-one mentorships with students, exhibits enthusiasm and skill in professional and personal interactions with students, shows respect for everyone, demonstrates cultural sensitivity and displays effective communication and listening skills.

In nominating Pronio-Stelluto for the Best Clinical Instructor honor, members of the Class of 2010 wrote: "Our class believes that your passion for medical student education, your endless enthusiasm for teaching, and your deep concern for students

have allowed you to stand out among our excellent faculty."

Pronio-Stelluto is Assistant Professor of Medicine at Harvard Medical School and director of Medical Student Education at Mount Auburn Hospital. She is also class agent for the Class of 1990 and the new President of the School of Medicine Alumni Association at the Health Science Center.



Steven Weinberger, M.D., FACP, President of the Harvard Medical School Alumni Association, Executive Vice President and Chief Executive Officer of the American College of Physicians (ACP), poses with Valerie Pronio-Stelluto, M.D., FACP '90 following the 2010 Harvard Medical School Commencement Ceremony.

Fox Named *Dallas Business Journal's* 2010 Health Care Quality Hero

In May, the *Dallas Business Journal* recognized Dr. Murray E. Fox '71 as its Health Care Quality Hero for 2010. Fox was selected by a panel of editors from the journal out of more than 110 nominations. The editors noted his significant contributions toward improving health care services in North Texas, his leadership in building and enhancing the Plano Physicians' Group and the Patient Physician Network, and his vision and commitment to re-engineering the health care delivery system through the organization's clinical integration program.

Since 1996, Fox has worked tirelessly with other medical leaders to develop and organize the Patient Physician Network, whose initial focus was to respond proactively to managed care. Serving as the organization's first and only President and CEO and as a member of the Board of Directors, he led an effort to educate healthcare consumers on quality of care issues in terms of cost, utilization and outcomes. He also helped create the Collin County Employer Health Forum, which brings employers and health professionals together to review and discuss health care issues, primary reasons for cost increases and health benefit alternatives.

Since 1976, Fox has practiced obstetrics and gynecology in Plano, Texas, where he co-founded Physicians for Plano, an organization providing care for indigent citizens in Collin County. For the past seven years, he has led a medical mission team to Antigua, Guatemala, on behalf of Faith in Practice, a nonprofit organization based in Houston.

rgVision Awards the First O'Donnell Visionary Scholarship



Dr. Brian O'Donnell '99 (left) with fellow Rio Grande Valley alumni Dr. Maria Dill '86, Dr. Eduardo Carrillo '00 and Dr. Nolan Perez '98.

In May, rgVision magazine announced the recipient of its first O'Donnell Visionary Scholarship Award. Veronica Pena, a San Benito High School graduate who plans to pursue a degree in psychology from the University of Texas at Pan Am, received a \$2,100 scholarship. Named after Dr. Brian O'Donnell '99, the award recognizes high school students in the Rio Grande Valley who have demonstrated the leadership skills necessary to inspire, educate and inform other members of their community. After earning his medical degree from the UT Health Science Center San Antonio, O'Donnell completed the residency program in family medicine in Harlingen. He is currently medical director at Family Practice Associates in Harlingen.

Hwang Receives Fourth Board Certification

In April, Dr. William J. Hwang '90 passed the board exams in Sleep Medicine by the American Board of Psychiatry and Neurology. He is also board certified in Neurology, Physical Medicine and Rehabilitation, and Pain Medicine. "Holding board certifications in four specialties is something I'm extremely proud of," said Hwang. "Each one adds a new level of knowledge, aiding my ability to diagnose patients and recommend a treatment to wellness." One of the few physicians in the country who hold more than two board certifications, Hwang has cared for patients through his private practice in Dallas for 13 years.

Holly Selected to Serve on HIMSS Steering Committee

In 2010, Dr. James L. Holly '73 was selected to serve on the HIMSS Patient Safety & Quality Outcomes Steering Committee. The Healthcare Information and Management Systems Society (HIMSS) is a healthcare-stakeholder membership organization exclusively focused on providing global leadership for the optimal use of information technology and management systems for the betterment of healthcare.

In addition to serving as president of the School of Medicine Alumni Association from 2006 to 2010, Holly is CEO and managing partner of Southeast Texas Medical Associates (SETMA), a multi-specialty clinic with three clinical locations in Beaumont, Texas. SETMA is widely recognized as a leader in the use of electronic medical record (EMR) to achieve more efficient, higher-quality patient care.

Alumni Association Sponsors Women in Medicine & Law Dinner

The School of Medicine Alumni Association once again sponsored a table at the 2010 Women in Medicine & Law For the Cure Dinner. The event, which took place on April 29 at the Holy Trinity Banquet Hall in San Antonio, benefits Susan G. Komen for the Cure*.



A number of School of Medicine students, alumni and faculty attended the Women in Medicine & Law dinner in April: (left to right) Katie Gong '13, Lori Fisher '13, Katie Wiggins-Dohlvik '11, Dr. Linda Johnson (Professor of Cellular and Structural Biology), Dr. Joyce Schwartz '80 (Alumni Board member), Dr. Casey Mitchell-Drawert '05 and Kelly Wagner '13.

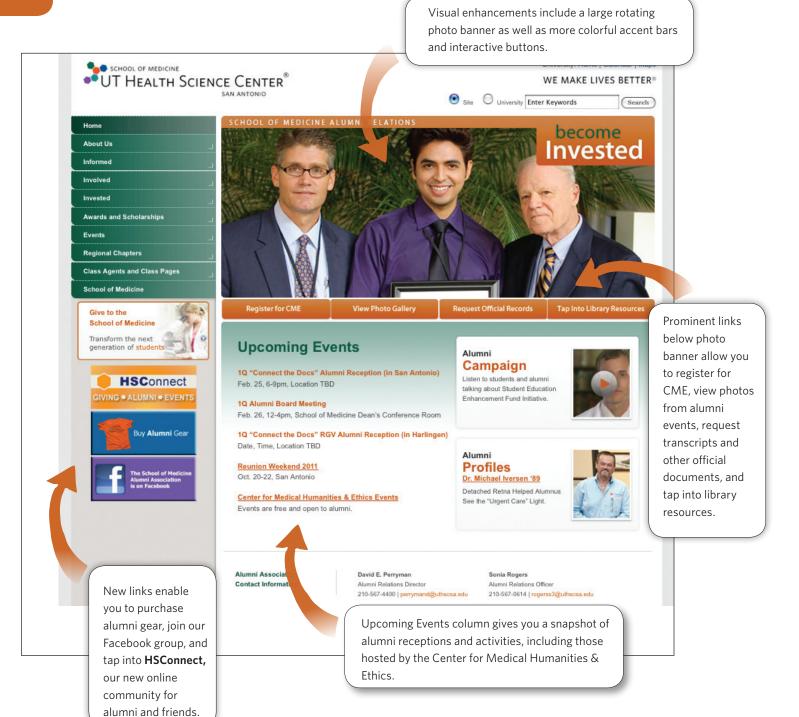
Alumni Association Donates Gifts for Children During the Holidays



On Thursday night, December 2, the School of Medicine Alumni Association hosted its "Connect the Docs" Holiday Reception for local alumni. Thirty-five alumni and guests attended the event at Oak Hills Country Club, donating 28 gifts to the UT Health Science Center's annual Gifts for Children holiday service project. The project provides gifts for hospitalized children receiving care at university-related hospitals and clinics, including University Hospital. These presents were delivered to hospitalized children over the December holidays.

Alumni Association Enhances Online Resources for Alumni

The Alumni Association recently redesigned its website to be more functional and visually appealing. Through these enhancements, we hope to provide our graduates with a more convenient, interesting and compelling online experience.

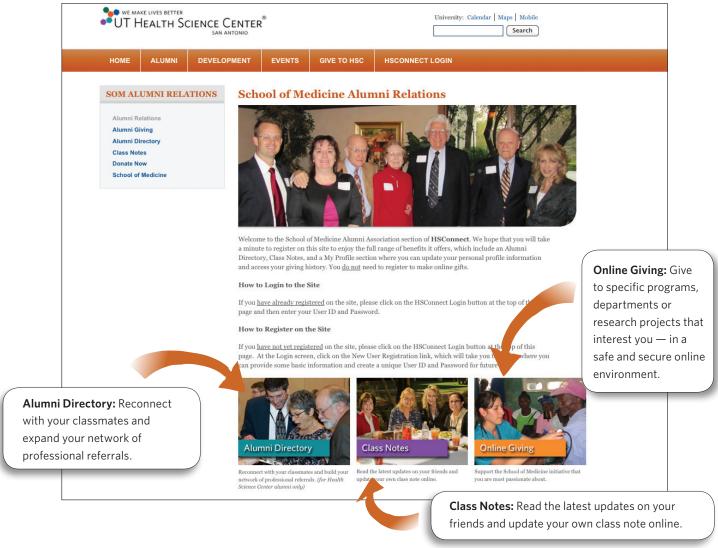


HSConnect

Finally! Your Alumni Association is delivering the kind of online alumni community you've come to expect from institutions of higher learning. It's called HSConnect. But you <u>must register</u> on the new site in order to take full advantage of everything it has to offer.

Here's how to register:

- 1. Go to www.SAmedAlum.com and click on the HSConnect button on the lefthand side of the page.
- 2. Once you are on the HSConnect homepage (be sure to bookmark it for future use), click on the registration link.
- 3. That will take you to a page where you will need to provide some basic contact information as well as enter a User ID and Password.
- 4. After you click the Submit button, it will take up to 48 hours for our Administrator to verify your account registration. You will receive a confirmation email once this happens. From that point on, you will be able to go straight to the HSConnect Login page and enter your User ID and Password for access.



Other key features include:

My Profile: Update your online profile and determine which information other registered users can see.

My Giving History: View a record of your past gifts to help you decide which programs to support in the future.

E-mail Updates and E-newsletters: Receive the latest news about the Alumni Association and School of Medicine.

Alumni Association Completes Successful First Year of Initiative to Transform the Next Generation of Medical Students

From a brand-new student lounge to expanded opportunities to put knowledge to work in the community, School of Medicine students are benefiting greatly from the generosity of alumni.

At the end of August, the School of Medicine Alumni Association completed the first year of a five-year \$1.2 million initiative to transform the educational experience of students. Eighty-nine alumni and friends of the school have pledged more than \$203,000 to the Student Education Enhancement Fund as of December 1, 2010.

The money will go toward:

- Increased opportunities for students to pursue summer research projects, community service programs, and medical outreach trips, allowing them to take what they learn in the classroom and apply it in laboratories, as well as in communities in San Antonio and throughout the world.
- Academic programs and capital projects that directly impact students' education, such as expanded tutoring services and enhancements to the H-E-B Clinical Skills Center.
- A 1,500-square-foot student lounge for club meetings, group study, relaxation, recreation and student-alumni receptions. The Alumni Association Student Lounge opened to students in July, with an alumni celebration in September.

New! Alumni Class Endowed Scholarships

In addition to the Student Education Enhancement Fund, the Alumni Association recently launched a new program through which alumni can support endowed scholarship funds named in honor of their graduating classes. The Alumni Class Endowed Scholarship Program was established with two \$25,000 gifts from Dr. Larry Holly '73. These gifts established the Class of 1973 Endowed Scholarship and the Class of 2010 Endowed Scholarship. By enabling the School to attract and retain the best and brightest students, these new scholarships will elevate the quality of the educational experience for <u>all</u> medical students.

As of December 1, 2010, 15 alumni have made gifts to their respective class endowed scholarships, totaling more than \$58,000.

Dr. Aaron Angel '85	Dr. Joseph Hoang '89	Dr. Randolph T. Leone '89
Dr. Lane Childs '87	Dr. Larry Holly '73	Dr. Christa J. Mars '76
Dr. Nan Clare '75	Dr. Michael Iversen '89	Dr. Neal Snebold '79
Dr. Jill Henke '01	Dr. Daniel Johnson '73	Dr. Michelle Taylor '02
Dr. Louis Hill '75	Col. James Leech, MD '82	Dr. Roy Trawick '93

Alumni who make gifts after December 1, 2010 will be recognized in an upcoming issue of *FUTURE* magazine.

How to Make a Gift

Alumni and friends interested in supporting the Student Education Enhancement Fund or the Alumni Class Endowed Scholarship Program can donate online. To make a gift or find out more, go to www.SAmedAlumn.com and click on **Give to the School of Medicine** link. Or call David Perryman, Director of Alumni Relations for the School of Medicine, at 210-567-4400.







The Student Education Enhancement Fund will help enhance the H-E-B Clinical Skills Center and provide students with more opportunities to pursue medical mission trips, community service programs, summer research projects and tutoring services.

List of Donors to the Student Education Enhancement Fund (as of December 1, 2010)

Founder

Dr. James L. Holly '73 Dr. and Mrs. William L. Henrich

Fellow

Dr. Valerie Pronio-Stelluto '90 Dr. Keith G. Saxon '77

Mentor

Dr. Juan A. Bonilla '83 Dr. Michael W. Brennan '78 Dr. Richard T. Donahue '84 Dr. Glenn A. Halff

Dr. Russell S. Hirata '87

Dr. Allison Yee (Residency)

Partner

Class of 2010 Class of 2006

Dr. Richard A. Becker '71

Dr. Carol Dornbluth '75 and Dr. Don Howe '75

Dr. Donald J. Dudley '84 and Dr. Helen Meaney Dudley '84

Dr. David A. Flack '83

Dr. Robert S. Hamilton '75

Dr. Randolph T. Leone '89

Dr. Paul E. Tullar, Jr. '77

Friend

Dr. Manuel T. Amendo '70 Dr. Christine A. Andre '00 Dr. Aaron L. Angel '85 Mrs. Chrissy Anthony Dr. Perry Bassett '95 Dr. John E. Bishop '80 Dr. Susan D. Boulware '84

Dr. Pamela Camosy '80

Dr. Robert L. Cantrell '80

Dr. Eben Carsey, Jr. '73

Dr. Theresa Ortega Castillo '02

Dr. Jason Chi-Man Cheung '01

Dr. Nan Clare '75

Dr. Nancy Whipple Collins '83

Dr. Craig O. Daniel '86

Dr. Thomas R. Drake '96

Dr. Cecilia Moss Etheridge '77

Dr. Michele Fang '89

Dr. Autumn D. Galbreath '96

Dr. Cameron D. Godfrey '80

Dr. Francisco Gonzalez-Scarano

Dr. David K. Gregory '80

Dr. Jule Griebok-Assercq '90

Dr. Wesley Harden '09 and Dr. Jeanie Kim '09

Dr. Eric Pui Sun Ho '86

Dr. Stephen D. Houston '73

Dr. J. Daniel Johnson '83

Dr. and Mrs. Robert L. Jones

Dr. Jeanie Kim '09

Dr. Eric Kraus '74

Dr. Mark Kutler '80

Dr. Vivian Lim '85

Dr. Coleen (Grillo) Madigan '80

Dr. Steven Mays '94

Dr. Kristin McCabe-Kline '02

Dr. John W. McConnell '78

Dr. Donald McCurnin '80

Dr. Javier Medina (Residency)

Lt. Col. Jeffrey J. Meffert, MD '81 and Dr. Paula M. Lyons '81

Dr. Ronald Miller '91

Dr. Rick Q. Ngo '98

Dr. Patrick Nguyen '04

Dr. Patrick M. Palmer '73

Dr. Dimitrios Papavassiliou (Residency)

Dr. Jacob F. Patterson '82

Mr. David E. Perryman

Dr. Delbert E. Rainosek '83

Dr. Elizabeth A. Reiley '81

Dr. David S. Rosenberg '72

Dr. Carl Rountree '00

Dr. Thomas Ruhnke '89

Dr. Joyce G. Schwartz '80

Dr. Scott Smith '83

Dr. Steven P. Sparagana '89

Dr. Barry Steckler '75

Dr. Randall Stenoien '84

Dr. and Mrs. Jay Teng

Dr. Cicala Maria Triana '0

Dr. Gisela Maria Triana '80

Dr. John Troiani '87

Dr. Miriam L. Vishny '86

Dr. Lewis P. Walker '80

Dr. Gary W. Wallace '89

Dr. Martha Webber '80

Dr. Lucas Wong '88 and Dr. Lisa J. Go '96 $\,$

Dr. James Wyrick '93

Classes with Most Donors (as of Dec. 1, 2010)

Following are the classes with the most donors to the Student Education Enhancement Fund.

First Place

Class of 1980, with 12 donors

Second Place

Class of 1983, with six donors

Third Place

Three-way tie between Class of 1975, Class of 1984 and Class of 1989, each with five donors

Note: For an up-to-date listing of donors to the Student Education Enhancement Fund and Alumni Class Endowed Scholarships, go to **www.SAmedAlum.com** and look in the "Invested" section. Alumni who make gifts after December 1, 2010 will be recognized in an upcoming issue of *FUTURE* magazine.

Dr. Michael Iversen '89

Detached Retina Helped Alumnus See the "Urgent Care" Light



Dr. Michael Iversen '89 (left) poses with fellow providers and staff at his Urgent Doc clinic in Lufkin, Texas.

Growing up in a family of lawyers, Dr. Michael Iversen '89 had always planned to go to law school. But then one night as a sophomore at the University of Texas in Austin, all that changed. "I was watching M*A*S*H," Iversen said, "and it suddenly struck me that I wanted to study medicine." He promptly changed his major to biology, and after two more years of studying and 180 hours of college credit, he was ready for medical school.

A number of factors attracted Iversen to the School of Medicine at the University of Texas Health Science Center at San Antonio. "I already had one child by the time I entered medical school, and I had another in my third year. So the fact that it was a family-friendly school was important to me. In addition, it had a great campus and was located in a city that offered cultural opportunities and many things to do nearby," he remarked.

During his medical school experience, Iversen acquired a number of important skills to complement his medical knowledge, including how to persevere, be patient, and go without sleep for long stretches of time. "There were many professors who contributed to my development — some in small ways and others to a larger degree," he noted. "Dr. Carlos Pestana and Dr. Dan Steale, my advisor, are two who stand out in my mind."

Despite the long hours and rigorous coursework, Iversen remembers fondly his overall medical school experience, noting in particular, the camaraderie that developed among students. "I would have to say that the weekend after Phase Week is one of my favorite memories," he said. "It was a break in our lives when we could breathe, relax and enjoy life for three days."

Following medical school, Iversen did his residency in family medicine at UT Southwestern, McLennan County Medical Education and Research Foundation (MCMERF) in Waco, Texas. He then ran a private family practice for a few years and still found time to work in the emergency room (ER). After managed care underwent major changes in the late 1990s, he returned to full-time ER medicine.

Several years later, he had an experience as a patient that

changed his approach to practicing medicine. "In 2003, I suffered a retinal detachment," Iversen noted. "At one of the leading hospitals in Dallas, I had to wait three hours in a doctor's office, which was filled with the smell of burnt coffee and the sound of blaring televisions. It was a horrible experience." As unsettling as it was, the ordeal helped bring to light the farreaching negative effects of making patients wait. "It's bad for the morale of physicians and staff, bad for the bottom line, and — most importantly — bad for patients," he said.

Following his eye injury, Iversen became interested in developing a more effective and satisfying model for urgent care. While working at a clinic in Fort Worth between ER jobs, he began brainstorming about what the perfect clinic would look like. In 2007, he launched Urgent Doc in Lufkin, Texas, providing urgent care medical services, family medical services, and occupational medicine. Since that time, he has opened new clinics in Livingston and Nacogdoches. Urgent Doc was the first urgent care clinic in Texas and the eighth in the nation to earn The Joint Commission National Quality Approval's Gold Certification.

"We have thought about every aspect of the customer experience — from the time patients enter the clinic, to the greeting at the front desk, the flow through the clinic and the check-out and departure," Iversen said. "By not cutting any corners, we have created an environment that maximizes convenience and quality for the patients as well as efficiency for staff and providers." Urgent Doc uses a range of tools and resources to ensure this high-quality experience, including computer tablets for EMRs based on point-and-click tables, digital X-rays, a floor plan that works well for a high volume of patients, flat screen TVs in the waiting room and exam rooms that play G-rated movies, and good coffee and cookies.

Another key to the success of Urgent Doc is the incentive structure Iversen has created for physicians and staff, which includes comprehensive medical, dental and retirement benefits along with a generous bonus plan based on patients' "door-to-door" time, the number of patients seen, collections, and

patient satisfaction. "Any score lower than 98 percent customer satisfaction voids the bonus," Iversen noted. "And since every employee is a full member of our team, we pay the same bonus to everyone, which equates to roughly 100 to 150 hours worth of their pay each quarter. Because the bonus is the same for the entire team, the pressure to perform is shared by everyone equally."

Looking to the future, Iversen is exhilarated by the opportunity for Urgent Doc to become the first line of primary care because of the clinics' convenient hours, services offered and transparent cost structure. "We are pleased by the East Texas community's acceptance of Urgent Doc," he said. "Creating the clinics has been rewarding because it has allowed me to practice good medicine, work reasonable hours and shed the old dogma that it is a privilege for the patients to see us. Rather, it is a privilege for us to be able do what we enjoy while providing the public with much needed urgent care." But despite the success of Urgent Doc, Iversen is not blind to the potential pitfalls that could lie ahead. "Our biggest challenges will be to keep current and open to what the customer base needs and wants, to adapt to competition and to manage the inevitable changes in regulations and business practices."

Twenty-one years after graduating from the School of Medicine, Iversen has set a new standard for urgent care medicine and built his dream ranch, where he enjoys pursuing hobbies such as team roping, photography, wood-working, training bird dogs and proper pasture management for his cattle and horses. From a distance of more than two decades, he offered career advice to those students who are just embarking upon their medical studies: "First, do what you love. You will never be good at something you don't love doing. Next, grow as a human being — always strive to grow your soul and body as much as your mind. Remember, you have been given the gift of having learned how to learn; use it daily. Challenge yourself to learn something new every year far removed from medicine."

Nominate a Classmate for the 2011 Distinguished Alumni Award

The Alumni Relations Office is calling for nominations for the 2011 Distinguished Alumni Award. To nominate someone, go to www.SAmedAlum.com and follow the Awards and Scholarships link to the Distinguished Alumni Award page. You can also contact the Alumni Relations Office at medalumni@uthscsa.edu or 210-567-0614. The deadline for nominations is May 31, 2011.

Isn't it about time you got engaged?

- Host fourth-year students when they travel for their residency interviews.
- Mentor medical students or let them shadow you in your clinic.
- Work side-by-side with students on community service projects.
- Host an alumni gathering in your city.
- Serve as a class agent for Reunion Weekend.

To find out more, go to www.SAmedAlum.com.



Transforming the next generation

In August 2009, the School of Medicine Alumni Association embarked on a five-year \$1.2 million initiative to transform the educational experience for the next generation of medical students. The plan involves three steps:

Build a place for students to meet, study, relax, and recreate

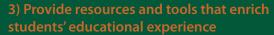
Conveniently located on the second floor of the School of Medicine, the new 1,500-square-foot Alumni Association Student Lounge supports club meetings, group study sessions, informal relaxation and recreation, and student-alumni receptions.





2) Increase opportunities for students to apply lessons learned in class to the lab, the community, and the world

More students will be able to participate in summer research projects, structured community service programs and medical outreach trips throughout Texas and across the globe.



By funding academic programs and capital projects such as expanded tutoring services and enhancements to the H-E-B Clinical Skills Center, the campaign will deepen students' knowledge of medicine while honing their ability to practice it.



Pledge Your Support

If you would like to be a part of this exciting transformation:

- 1) Go to www.SAmedAlum.com
- 2) Click on "Give to the School of Medicine"
- 3) Or call us at (210) 567-0614

