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**President's Message: Social Media and the Physician Activist**

Last month in my column I wrote about becoming an active member of the LSA and ASA, and staying educated on our issues. This month I want to give you a very useful tool to accomplish that goal. I am speaking of social media and specifically Twitter. I'd like to encourage all of you to establish an account, and to follow the ASA and LSA.

What is Twitter? Most of you probably already know, but a year or two ago, I had the same question. My involvement in the ASA Committee on Communications enlightened me as to the effectiveness and power of social media to quickly get out a message, both good and bad. Twitter is a service allowing colleagues, friends and family to stay connected with messages that are

limited to 140 characters. Signing up is easy and free at [Twitter.com](http://Twitter.com). Accounts are free and can be used from your mobile device. Once in the "Twittersphere," you will be able to follow or subscribe to other individuals or organizations for updates.

Like other social media outlets, there is a tremendous responsibility to post appropriately, especially as physicians. Although there are methods to make your account more private, assume everyone can and will read your "Tweets." Examples abound of Twitter errors by athletes, politicians and celebrities, so Tweet responsibly.

Why devote my column in our second newsletter to Twitter? I believe we can use Twitter as a society to stay in touch with calls to

action, alerts to members, educational updates, and as a resource to our patients. I encourage you to set up a Twitter account today and follow the LSA (@LSA\_HQ), the ASA (@ASALifeline and @ASAGrassroots) and the Louisiana State Medical Society (@LaMedSoc). You will be surprised how in touch you can be with your Society. See you on Twitter @de\_kraig.



*Kraig de Lanzac, MD is President, Louisiana Society of Anesthesiologists & Alternate Director, ASA Board of Directors*

**Save the Date for the LSA Annual Meeting!**

louisiana society of anesthesiologists **2015**  
**Annual Meeting**  
November 20-21  
Renaissance New Orleans Pere Marquette Hotel  
New Orleans, LA



**Follow @LSA\_HQ on Twitter!**



Joseph Koveleskie, M.D. is Member-at-Large, LSA Board of Directors and LSA representative to the ASAPAC.

## What is the ASAPAC and why should you care?

The ASAPAC is an independent political organization that gives ASA members a voice on Capitol Hill in Washington D.C. ASAPAC raises money from individual ASA members, and then makes contributions to the campaigns of members of the U.S. Congress. ASAPAC contributes to both Republicans and Democrats based on their individual support for professional issues important to the ASA membership.

**Why should you care?** There is a saying about politics in Washington, "If you are not sitting at the table having lunch and talking with your representatives about your issues, then YOU are

on the menu!" Like it or not, political contributions are the entry ticket to having that conversation, and to having them pay attention. If that alone is not enough to motivate you to participate in the ASAPAC, then realize that the CRNAs and the American Hospital Association each have their own well funded PACs. They are extremely vocal about their issues. [Click here to see how vocal the AANA can be.](#) Do you want the only anesthesiology perspective that the U.S. Congress hears about, to be coming from your hospital's CEO and the nurse anesthetists?

I hope your answer is an emphatic "No!" And if so, it should amaze you that

less than 20% of ASA members participate in the ASAPAC!! This means that 80% of members are getting a free ride when it comes to professional advocacy. The average physician anesthesiologist PAC contribution is only \$245 per year, versus \$360 for the CRNAs. Why do they give more? Because they know how important it is. And let's compare ourselves to trial lawyers for example. They make individual annual political contributions in the \$10,000 and up range because they see professional advocacy, correctly, as simply another cost of doing business. It is time for anesthesiologists to come to that same realization.

Ready to act? Please [click here](#) and contribute today to the ASAPAC.

*"If you are not sitting at the table having lunch and talking with your representatives about your issues, then YOU are on the menu!"*

## Capitol View: from Haynie and Associates



Ryan K. Haynie is managing partner, and co-owner of the Baton Rouge-based lobbying firm, Haynie and Associates.

The 2015 legislative session adjourned June 11th and by in large physicians and the medical community had a good session. Financial woes were the main storylines this year, and it wasn't until the last minute that funding stalemates gave way to a revenue package that raised nearly \$800 million, to offset what many in the hospital community feared would be another round of devastating budget cuts. Of the overall \$24.5 billion dollar budget, \$1.26 billion has been earmarked for healthcare, which includes funding for the private partnership hospitals and

the UMC project in New Orleans. Anesthesia issues most important to the Society have remained quiet at the state legislature. One piece of noteworthy general physician-backed legislation (championed by the Louisiana State Medical Society), is HB 843 by Rep Chris Hazel, which passed the legislature and currently waits action by Governor Jindal. If not vetoed, HB 843 seeks to put in place due process rights for physicians at the Louisiana State Board of Medical Examiners. Your voices DO make a difference in the legislative

process, and our efforts are greatly amplified when you take the time to contact your legislators on issues important to the Society! DON'T FORGET that all 144 legislative seats are up this October and November, and we encourage you to get to know your House and Senate candidates, and to ask that they support strong physician-led medicine in Louisiana! Please don't hesitate to email me at [ryan@haynie.com](mailto:ryan@haynie.com) with any questions, or to join the new legislative relations sub-committee.



*Ezekiel J. Wetzel, M.D. is Vice Chairman, Department of Anesthesiology St. Francis Medical Center, Monroe LA and Northeastern District representative of the LSA*

## Get to Know your LSA

Born and raised in New Orleans, Zeke graduated from Jesuit in 1993. He attended Louisiana Scholars' College at Northwestern State University. Completing medical School at LSUHSC-Shreveport, he began his Navy career as an intern at Naval Medical Center, San Diego, and then served aboard USS RONALD REAGAN (CVN-76) as General Medical Officer. After one

deployment to the Persian Gulf, Zeke returned to LSUHSC-Shreveport to finish his residency training in anesthesiology. His fellowship in Adult Cardiovascular Anesthesiology was completed at Texas Heart Institute. After his fellowship, Zeke served another tour of duty at Naval Medical Center Portsmouth, as head of the Division of

Cardiovascular Anesthesiology, including a tour at the NATO Role 3 Multinational Medical Unit in Kandahar, Afghanistan. Happily returning to Louisiana, he now lives in Monroe, LA with his wife and kids.

## Residents' Perspectives



*Sailesh Arulkumar, M.D. is chief resident, LSU Shreveport Health Center Department of Anesthesiology*

It was an esophagectomy. I introduced myself as I always do to the patient that day. "Good morning, my name is Dr. Arulkumar, I'll be taking care of you from the anesthesia standpoint." The patient however appeared confused, "I thought Sai was going to take care of me." Turns out, the family happened to know someone in our department and had mentioned that I would be involved. It was supposed to be a textbook case.

Three hours later, on cruise control, I glance at the monitor and the mean arterial pressure

drops to the 40s. Surveying the surgical field, I notice that the surgical resident, usually chatty and full of energy, looks pale and disbelieving – he had hit the vena cava.

After twenty-five units of blood products, countless rounds of defibrillations, cardiac massage, and epinephrine, we pronounced the time of death. Nothing prepares you for that moment; the emptiness, self-reproach, and frustration that sets in. "Was there something I missed? What else could I have done?" Despite it being a surgical complication, I still remember the

remorse and the guilt. You feel like the villain but that's because these books teach us physiology not mortality. Death is the real villain and at times wins with a far-reaching grasp.

It's easy to forget how much responsibility is in our hands daily. It's easy to get comfortable. 99% of the time, healthy patients do great, however that 1% is when seconds count, that 1% is still someone's father, mother or daughter.

*"99% of the time, healthy patients do great, however that 1%... is still someone's father, mother or daughter."*

## Monthly Article Highlight – from NOLA.COM

### Louisiana House passes controversial Medical Examiners legislation

By: Kevin Litten, NOLA.com | The Times-Picayune

The House of Representatives on Tuesday (June 9) passed a controversial bill that sought to sharply limit the power of the Louisiana Board of Medical Examiners to investigate bad doctors, a move that sends the bill to the governor for signature.

The more controversial elements of the bill ([HB 843](#)) -- including a provision that barred the board from acting on all but the most egregious complaints about doctor misconduct -- were pared down

significantly in the bill during a Senate commerce committee meeting. The bill's sponsor, state Rep. Chris Hazel, R-Pineville, did not object to those amendments on the floor of the House on Tuesday, so the 99-1 vote sends the bill to Gov. Bobby Jindal.

It was something of a roller-coaster ride for the bill, which by one account started out at 50 pages, was reduced to 35 pages and then finally to five pages. It originally passed the House by a huge margin (87-8) with the more controversial amendments intact, prompting a last-minute campaign by bill opponents to draw attention to the bill's provisions they said would make it harder to bring

charges against bad doctors.

Those features, which were stripped out of the bill in Senate committee, included a three-year limit on bringing charges for physician misconduct and a provision that required notifying a doctor within five days of launching an investigation. Opponents said both of those items appeared aimed at creating technicalities that would allow attorneys to successfully disqualify otherwise solid cases brought against bad doctors.

But the bill's chief supporter, the Louisiana State Medical Society, insisted that they weren't bringing the bill to protect bad doctors. Jennifer Marusak, the

organization's vice president of governmental affairs, said the bill was aimed at forcing changes that would create more transparency and remove uncertainty among doctors who have complaints filed against them -- sometimes frivolously.

*Originally published by NOLA.com | The Times-Picayune and reprinted with permission.*

For the full article, [click here](#).



Everything New Orleans

## Ochsner Residents Celebrate ASAPAC March

Ochsner anesthesiology residents celebrated winning the ASAPAC Resident March Mayhem contest with a pizza party Saturday June 13, 2015, at Theo's Neighborhood Pizza in Mid City New Orleans. Eight residents and their guests enjoyed a variety of pizzas, beer and soft drinks. Graduating CA3 resident Nate Marshall said, "The three meat pizza was the best." Graduating chief residents Kyle Nester and TJ Myers agreed. Myers added, "It was nice to be able to get together with fellow residents and

friends outside of the hospital, we don't get to do that very often." The \$500 party was sponsored by the ASAPAC as the prize for Ochsner residents winning one of the five champion spots for achieving 100% resident and 100% faculty participation in the ASAPAC for 2015. Ochsner was competing against 20 other residency programs across the country for prizes. The competition was created by the ASAPAC to raise awareness and participation in professional advocacy

among anesthesiology residents, the future of our specialty. Nester said, "Participation in the ASAPAC is extremely important for all of us. Even though we are at the beginning of our careers, contributing to the ASAPAC is a way that we can make an impact on national healthcare policy." While putting away all that pizza and beer, everyone enjoyed watching the college baseball world series, and recounting anesthesia "war stories" from training. Afterwards, about half the group moved on to the French

Quarter for a cigar on the Riverwalk. Looks like they all had a good time!

-Joseph Koveleskie, M.D.



**UPCOMING EVENTS**

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|---|---------------------|
| LSA Monthly Article Submission Deadline<br><i>Email submissions to <a href="mailto:janna@lsa-online.org">janna@lsa-online.org</a></i>   | July 18, 2015       |
| ASA Annual Meeting (San Diego)<br><i>For more information click <a href="#">here</a></i>  | October 24-28, 2015 |
| LSA Meeting Abstract Submission Deadline<br><i>To submit an abstract click <a href="#">here</a></i>   | September 15, 2015  |
| LSA Wine-Tasting Social (New Orleans) <ul style="list-style-type: none"><li>• <i>For more information click <a href="#">here</a></i></li><li>• <i>To pay online click <a href="#">here</a></i></li></ul>              | November 20, 2015   |
| LSA Annual Meeting (New Orleans) <ul style="list-style-type: none"><li>• <i>For more information click <a href="#">here</a></i></li><li>• <i>Register for the Annual Meeting click <a href="#">here</a></i></li></ul> | November 21, 2015   |

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We're on the Web!

See us at:

<http://www.lsaHQ.org>



Follow us on Twitter @LSA\_HQ!



Like us on Facebook- Louisiana Society of Anesthesiologists!

Have any events to add? Interested in submitting an article for this newsletter? Want to get more involved with the LSA?

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