

PROGRAM



Dan Murrey
Ortho Carolina
By: Henry Bostic

The physician chief executive of one of the nation's largest orthopedic practices gave Charlotte Rotarians a sobering look at the nation's healthcare system Tuesday and it wasn't a pretty picture.

His topic, "What's Wrong with Healthcare?" was perfectly caricatured in a great YouTube video, "If Air Travel Worked like Health Care." Unfortunately, we didn't get to see it at the meeting, but here's a [link](#) so you can view it on your computer.

According to Dan Murrey, MD, MPP, CEO of OrthoCarolina, the state of the beast is not pretty: Unlimited choice; fragmented, uncoordinated, expensive care (the most expensive in the world by any measure); not patient friendly; unresponsive; misaligned incentives particularly financial ones; emphasis on volume not value, duplicative; and over regulated.

Since the 1930's, Dr. Murrey said, U.S. healthcare has improved dramatically. Life expectancy, for instance, has increased by 19 years in the past 80 years, but at a cost, a huge cost. Spending in 1930 as a percent of gross national product (GDP) increased from 2 percent in 1930 to 18 percent in 2012.

The cost per capita has doubled in the past ten years to almost \$9,000, nearly triple the next highest cost in the country. Additional money spent on health care generally leads to better outcomes, but that is not true in the U.S.

What's different in the U.S., the former County Commissioner asked. On the positive side, the American healthcare system offers unlimited choice. But on the negative side, some of our personal choices – sedentary lifestyle and obesity – cause health problems such as diabetes and heart disease. The system, he said, is not integrated. It's duplicative and uncoordinated. Incentives are misaligned. And the system is not designed around the patient. Who is the customer? The government and businesses that pay the bills, Dr. Murrey said. The system is designed so that providers get paid.

As the costs have risen precipitously, both government and business have pushed back. Businesses have pushed more and more of the cost to employees through higher premiums and deductibles. Many businesses have stopped providing healthcare benefits, opting out of the employer-paid model that has been the norm since World War II.

Governments have reacted by increasing regulations, reducing reimbursements, and slowing payments. Obama Care is one such response, he said, and it's basically a change in financing.

On the bright, the Executive Director of the Democratic National Convention in Charlotte in 2012 said, a fundamental transformation of healthcare for the next generation is beginning to take hold in the country. It is framed by Donald M. Berwick's "triple aim." The founder of the Institute for Healthcare Improvement and former administrator of the Centers for Medicare and Medicaid Services said that improving the U.S. healthcare system requires improving the experience of care, improving the health of populations, and reducing per capita costs.

UPCOMING PROGRAMS

July 23

Bobbie Shields
Interim County
Manager

July 30

Fred Cole
Dept. of Agriculture,
GM Charlotte
Farmers Market

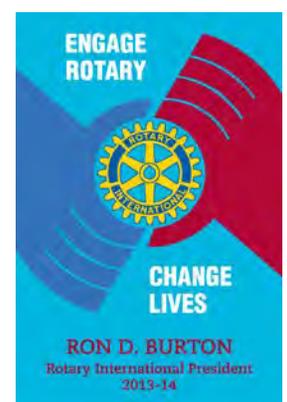
August 6

Anne Matthews
VP – Rotary
International

LUNCHEONS Time/Location

12:30 Tuesday
Charlotte Plaza
Uptown Hotel
201 S. McDowell

2013-2014 THEME



But that “will be easier said than done,” Dr. Murrey said. Individuals will need to take more personal responsibility for their health choices, the experience of healthcare must be improved – it should be more patient centric, and value (outcomes) should be rewarded not volume.

This will require less autonomy by providers. There should be more coordination among healthcare providers (and not just hospitals and doctors). This will probably promote the growth of larger healthcare providers. There will be fewer individual practitioners. There will be a growth in the concept of the “medical home” where care providers will coordinate their efforts.

Data and the ability to manipulate that data will be used more effectively to drive decision-making, development of protocols and accountability for outcomes. That is one of the biggest drivers of provider consolidation.

He cited his own organization, OrthoCarolina, which is now the third largest healthcare system in Mecklenburg County behind Carolinas HealthCare System and Novant Health. When he joined the organization 15 years ago there were 22 physicians and six offices. Now there are 130 physicians and 27 office locations.

The Davidson and Harvard graduate said the switch to value from volume will drive an end to fee for service medicine. We can't afford to spend more for outcomes that are worse than the rest of the developed countries, he said. We will also begin to see the introduction of bundled payments as a precursor to the development of accountable care organizations which will take on responsibility for the health of defined populations. With bundled payments, all of the care required around a specific procedure is paid for with one amount that might include a surgery, hospital care, surgeon's fee, physical therapy, rehab, etc. He noted that those would be the arrangements the orthopedic surgeons in his group would be experimenting with first.

Head Table: Karen Bentley, Bruce Walker, John Tabor, Carol Hardison, Bruce Darden, Fred Brown; Invocation: Karen Price

Visitors & Guests: Charlie Bones; Health, History & Happiness: Chase Saunders; Song: Gray Langley

AV: Jessica Dupree and Nikki Keith; Photos: Bert Voswinkel

CLUB NEWS

- Condolences extended to the Rotary family: **Steve Meckler** lost his father, Dr. David Meckler, on June 21. **Alan Simonini's** father, Alfred R. Simonini passed away July 15; **Thomas Mussoni** had cataract surgery a few weeks ago and is now dealing with a torn retina.
- Governor Pat McCrory has named **John Lassiter** as chairman of the NC Economic Development Board; **Stephen Smith** (Charlotte Family Housing) is looking for part time HR support on a volunteer and/or paid basis – about 10-15 hours per week. Contact: ssmith@charlottefamilyhousing.org; read about **Heath Morrison**, CMS Superintendent, in the July issue of Greater Charlotte Biz; ARCH Consulting Associates (**Bill Allen**) celebrated their 25th year in business on June 1st.
- Photographed in Society Charlotte magazine: **Suzanne Bledsoe** attending the Portraits of Courage Luncheon for Thompson Child & Family Focus; **Elly Clary** in his red high heels with Dress for Success Charlotte; **Todd Arnold** at the Carolina Art Soiree; **Judy Wishnek** at Leadership Charlotte's Legacy Awards; Harriet and **Bill Barnhardt** at the Barnhardt Terrace as part of the restoration at The Duke Mansion.
- **DG Luther Moore** introduced **Claire Fallon** as the first new member of the year. Claire serves on the City Council and can be reached at cfallon@ci.charlotte.nc.us.
- Thanks to **Bill Loftin** and Loftin & Company for their work on the club's roster. Copies will be available at the check-in desk over the next couple weeks.
- Community volunteer opportunities: 24 Hours of Booty, Myers Park Traditional School, July 26 & 27. www.24hoursofbooty.org; Electric Run Charlotte (benefits Special Olympics), Charlotte Motor Speedway, July 26, <http://electricrun.com/charlotte>.

BY THE NUMBERS

Attendance	<u>07/16/2013</u>	<u>07/17/2012</u>	Membership		New Members: Claire Fallon
Visitors & Guests	19	13	07/01/2013	316	
Club Members	158	157	07/17/2013	317	
Total Attendance	177	170	Net Increase	+1	Resignations:
Percentage	55.8%				

Birthdays July 23 - 29

25 Tom Hutchins	26 Bill Nichols
27 Sadler Barnhardt	27 Jim Adams
29 Nikki Keith	29 Bill Barnhardt
29 David Norman	29 Roger Sarow

Anniversaries July 23 - 29

23 Peggy & Louis Watts	24 Laurie & Dale Gillmore
25 Tracy & Brian Huber	26 Debbie & Bruce Darden
26 Sharon & Richard Bullard	29 Robin & Bryan Mermans

DOING GOOD IN OUR COMMUNITY: FLIGHT OF HONOR



Starting in 2009, Rotarians in our District escorted World War II Veterans to Washington DC to see the World War II Memorial. Many of our club member veterans went, plus others served as guardians.

Here are the numbers:

9 Flights

115 Veterans per Flight

Just over 1,000 veterans got to see the Memorial in their lifetime.

Another example of your Rotary "Doing Good" in our community.

DOING GOOD IN THE WORLD: OUTREACH, INC.



President John mentioned the 5,000th award of President George H. W. Bush's 1,000 Points of Light Foundation. The award was presented to **Kathy Hamilton and Floyd Hammer with Outreach, Inc.** at the White House. The Award recognizes Outreach's long-standing commitment to provide food, water, medical care and education to millions of children in the United States and in East Africa.

President John spoke with their organization Tuesday morning and verified that both Kathy and Floyd are **Rotarians**.

Another example of your Rotary "Doing Good in the World."

CHARLOTTE SPONSORING A NEW CLUB: HUNTERSVILLE



The Rotary Club of Charlotte is sponsoring a new club in Huntersville. If you have friends or colleagues that live or work in this area, please suggest they visit.

They are a “**Happy Hour**” club and meet on Mondays at Dresslers in Birkdale from 5:30 to 6:30.

HONORING VICKIE BOWLER



Lee Tabor (the First Lady . . . ☺) and Jenn Snyder have proposed doing a **Rotary Club of Charlotte Team** for the upcoming Susan G. Komen Race for the Cure on October 5th. **A grand idea!** There are two races – a 5K and a “recreational” 5K (which we assume is a “walk”)

If you are interested in participating see Lee, Jenn or Sandy.

VOLUNTEERS NEEDED

WEBSITE and SOCIAL MEDIA: We will begin shortly updating and rebranding the Website, along with efforts toward better social media outreach. We have a couple volunteers, and could use a couple more. Please let John or Sandy know if you are available. It should be a 2 month effort.

ALZHEIMERS RESEARCH: This year we will be looking to support Alzheimer’s Research in a big way. We believe this touches everyone in one way or another. We are looking for several people **with a passion** to help pursue efforts toward this cause. This will be a 4-6 month effort.

RECYCLE YOUR ROTARIAN MAGAZINE



Please don’t throw out your **Rotarian Magazine**. Let’s use it to promote Rotary or inspire new members. Please consider the following:

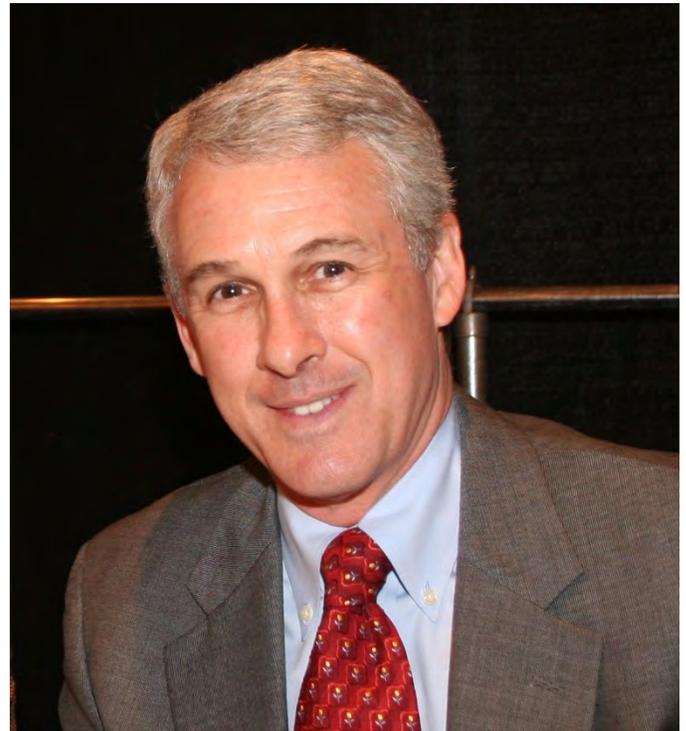
1. Take your old Rotarian Magazines to offices that have magazines in waiting rooms – your dentist, your doctor, your own waiting rooms, wherever. (Let us know if you have other waiting rooms.)
2. Bring your magazines to our Rotary luncheons. We can give them to potential new members.

Let us know of any other ideas for using these recycled magazines
This is a free Public Relations opportunity – Spread the Word.

LUNCHEON PHOTOS



New member Claire Fallon and Marilyn Bowler



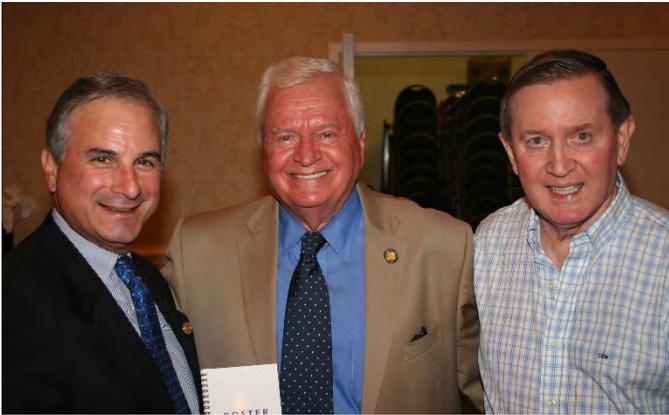
Bruce Darden



Karen Bentley and Bruce Walker



Speaker Dan Murrey and Marilyn's sister Marcia



Phil Volponi, Tod Thorne, and Rex Welton



Karen Price with her guests, Chris Veronesi and Jill Cody



Nancy Roberson with visiting sister and nephew



Matt Joyner and son Matthew



Luke Maybry and daughter Julia