



THE BULLETIN

of the Tulsa County Medical Society

Build Tulsa



IN THIS ISSUE



Tulsa Civil Defense To
Utilize Doctors, Nurses



The Medical Library



Tulsa County Medical Society
Rates High In AMA Survey



November Program News

It's Your
RED CROSS
BLOOD CENTER
Encourage Donors

November, 1951

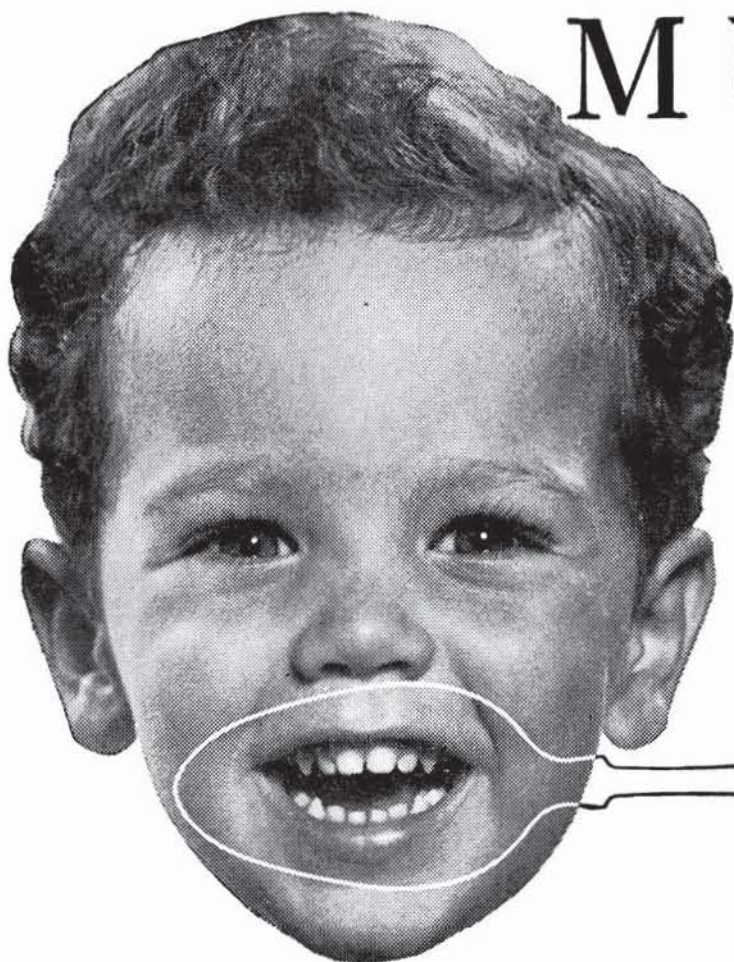
Vol. 17

No. 11

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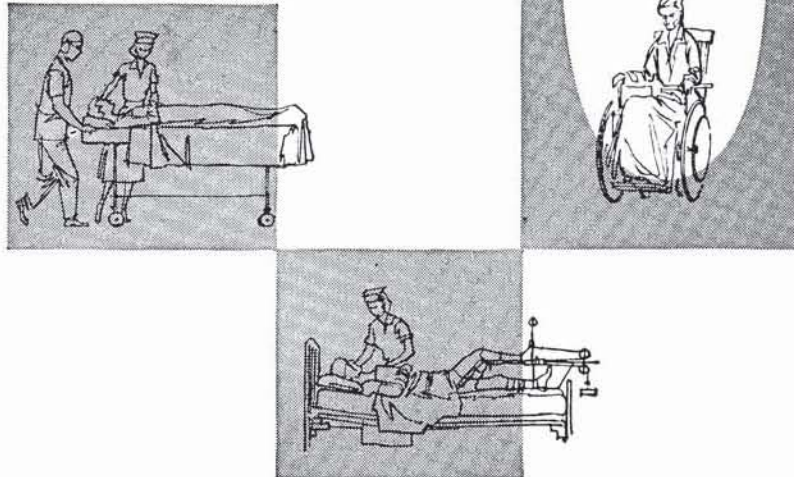
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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

W. A. Showman, M.D., *President*Marshall O. Hart, M.D., *President-Elect*John G. Matt, M.D., *Vice-President*Harold J. Black, M.D., *Secretary-Treasurer*Jack Spears, *Executive Secretary*

Vol. 17

TULSA, OKLAHOMA, NOVEMBER, 1951

No. 11

DOCTORS ACTIVE IN CIVIL DEFENSE

**Registration of Medical Personnel For Participation
In Tulsa Civil Defense Program Set For November
6-7. Doctors Complete Organizational Plans.**

Tulsa Medicine has virtually completed plans for participation in an extensive and well-organized Civil Defense program designed to meet both war and peacetime emergencies. A blueprint for disaster control formulated by Tulsa Civil Defense officials contemplates an effective use of all Tulsa doctors, nurses, and technical personnel as well as an estimated 30,000 other volunteer workers in all fields.

Dr. Gifford H. Henry and Dr. Fred E. Woodson, Co-Chairmen of the vital Medical and Health Division, reported last month that six special sections under the Division were completing final detailed plans of organization and operation under emergency conditions. All doctors, nurses, and technicians have been urged to join other Tulsa citizens in registering at Tulsa schools for volunteer Civil Defense duty on Tuesday and Wednesday, November 6-7, 1951. More than a hundred doctors have already accepted specific assignments under the Medical and Health Division.

The functions of the six special sections under the Medical and Health Division will be as follows:

First-Aid Section: to provide immediate medical aid for casualties. This requires locating, staffing, and equipping first-aid stations located throughout the affected area. Over 100 persons, including at least one doctor, two nurses, and other qualified personnel, will be assigned to each unit. Lay volunteers with knowledge of first aid and nursing care, stretcher bearers, ambulance drivers, etc. will augment the

professional staff. Present plans call for a minimum of 132 such centers staffed by 18,144 persons. Casualties will be cleared from the centers to hospitals in the Tulsa area and in neighboring communities. A program of first-aid instruction is also contemplated as well as arrangements for medical teams to give aid to other stricken communities. Dr. Paul N. Atkins, Jr. and Dr. William R. Turnbow are heads of the First-Aid Section assisted by Dr. L. A. Munding, Dr. James C. Peden, Dr. John E. McDonald, Dr. John C. Dague, and Mr. Dale Bartlett of the Tulsa County Chapter of the American Red Cross.

Hospital Administration Section: to provide hospital beds for casualties through use of existing hospitals and improved hospital facilities in churches, schools, etc. Mr. Bryce Twitty, Administrator of Hillcrest Memorial Hospital, and Sister M. Agatha, Administrator of St. John's Hospitals, head this section assisted by the personnel of Tulsa hospitals.

Hospital Staffs Section: to organize the professional staff of each hospital and supervise medical care to casualties, administration of hospital professional services, and formation of specialized treatment teams. Dr. Frank A. Stuart and Dr. Hays R. Yandell head this section.

Health Services Section: to carry out routine duties in sanitation and health in time of emergencies as well as assuming the responsibility of recommending and carrying out special sanitary measures such as waste disposal, burial of dead, care of food products, contamination of

(Continued On Page 18)

PRESIDENT'S PAGE

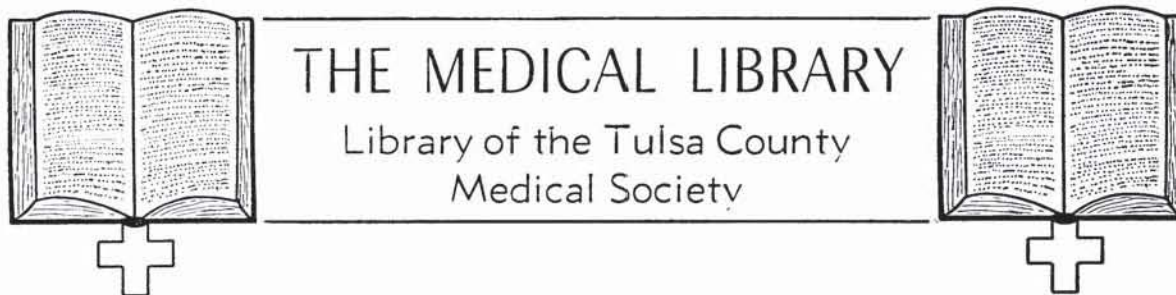
To my mind one of the best features of the Tulsa County Medical Society is the Medical Credit Bureau, the official credit and collection agency which the Society has owned and operated for the past thirteen years. I have been most impressed by the Bureau's constant growth in total collections and in the number of clients served, which is the best indication of the efficient and productive work which it is doing. Collections for 1951 by the Bureau are going to be at least 65 per cent higher than for the previous year. It is significant that the Bureau seldom loses a client, continuing to serve a satisfied doctor or dentist year in and year out. As president of the Tulsa County Medical Society I have had the opportunity to be in close touch with the work of the Bureau. I have learned what a great number of public relations problems are involved in the collection of delinquent medical accounts. The tactful and intelligent manner in which these problems are handled by the personnel of the Bureau is truly commendable; these workers have performed a great service in mediating some of these problems, in retaining the patient's good will towards the doctor, and in being on the alert for any situation which may damage the doctor in any way. Certainly these are characteristics not usually displayed by the average commercial collection agency.

I think it is time that we gave a greater support to the Medical Credit Bureau, that we utilize its services through a regular policy of referring delinquent medical accounts to it. Being non-profit in character, it offers this specialized experienced service at the lowest contingent fees. There are still a number of doctors who do not patronize the Bureau and who have never done so. These men are missing an opportunity to capitalize on their investment in organized medicine. I hope every doctor will make it a point to acquaint himself with the Bureau's services and to profit, as more than 125 Tulsa doctors now do, from its splendid facilities.

Sincerely,



President

**Medical Library Committee:**

Thomas J. Hardman, M.D., Chairman

Felix R. Park, M.D.

Robert E. Funk, M.D.

William R. Turnbow, M.D.

David V. Hudson, M.D.

Miss Irma A. Beehler, *Librarian*

Telephone 4-1461

GIFTS OF THE MONTH—:

Dr. W. Albert Cook. Transactions of the American Association of Ophthalmology and Otolaryngology, 1950, and Directory, 1950.

Dr. C. E. Gilliland. Strumia, Max M., M.D., Sc.D. (Med.) and McGraw, John J., Jr., M.D. Blood and Plasma Transfusions. 508 pp., 124 illustrations, F. A. Davis Company, Philadelphia, Pa., 1949.

Palmer, Eddy D., A.B., M.S., M.D. Stomach Disease As Diagnosed By Gastroscopy. 200 pp., 109 illustrations, index to bibliography, Lea and Febiger, Philadelphia, Pa., 1949.

Camac, C. N. B. (ed.). Counsels and Ideals From the Writings of William Osler. 277 pp., 4th impression, Houghton, Mifflin Company, Boston, Mass., 1908.

Dr. James D. Markland. International Medical Digest, 1951.

Dr. James Stevenson. Studies of the New York Academy of Medicine: Medical Addenda, Related Essays on Medicine and the Changing Order. The Commonwealth Fund, New York, N. Y., pp. 156.

The Scottish Chemist, Toronto, Canada. Index of Modern Remedies, 1951. First North American edition, 116 pp., paper bound, published by the Scottish Chemist, Glasgow, Scotland.

PUBLICATIONS BY MEMBERS OF THE TULSA COUNTY MEDICAL SOCIETY—:

Dr. James C. Brogden and Dr. Leo Lowbeer. Hyperparathyroidism-osteitis fibrosa-cystica-parathyroid adenoma with report of a case. Journal of the Oklahoma State Medical Association, 44:386-391 (October) 1951.

Dr. Charles A. Hulse and Dr. Emil E. Palik. Renal hemartoma. Journal of Urology, 66:506-515 (October) 1951. Dr. Hulse, now of San Antonio, Texas, is a former Tulsa urologist and member of the Tulsa County Medical Society.

Dr. Nolan C. Riley. A review of the Handbook of Medical Management by Milton Chatton, A.B., M.D., Sheldon Margen, A.B., M.D., Henry A. Brainerd, A.B., M.D., second edition, University Medical Publishers, Palo Alto, Calif., appearing in the Journal of the Oklahoma State Medical Association, 44:404 (October) 1951.

Blood and Plasma Transfusions by Strumia and McGraw is a practical review for the clinician and a helpful manual for the laboratory worker brought together in a single unit. Contained in the section for the physician and surgeon are chapters on the functions of the blood, the practical aspects of the Rh factor, indications for transfusion, and the adverse reactions and transmission of disease.

Because of the ever-increasing use of blood and plasma transfusions, this book is of practical value to the entire medical profession.

The BULLETIN

RALPH F. MARTIN, M.D.

Editorial Supervisor

DOUGLAS T. FERRARO, M.D.

GIFFORD H. HENRY, M.D.

*Associate Editors*JACK SPEARS, *Managing Editor*

Published monthly on the 3rd day of each month at the executive offices of the Tulsa County Medical Society, 1202 Medical Arts Building, Tulsa, Oklahoma.

Vol. 17 NOVEMBER, 1951 No. 11

A MUTUAL RESPONSIBILITY

Premium rates for the Blue Cross-Blue Shield plans of Oklahoma were again increased in July. Members now pay \$34.80 annually for individual protection, \$96.60 for family coverage. As was to be expected, particularly at a time of rising living costs and general inflation, the increase was not received kindly by policyholders. Cancellations, already at a record high, are expected to climb even higher. (Of a total of 102,943 new members enrolled in Blue Cross last year, 71,951 cancellations brought the net increase to a bare 30,992).

The problem of rising premiums is a serious one to all Blue Cross-Blue Shield and other doctor-sponsored plans of voluntary hospital and surgical care insurance in the United States. When they increase beyond the ability or the willingness of the average man to pay, the whole basic purpose of the plan is demolished. Medicine then loses its principal instrument against socialized medicine, and the action sets off a clamor for government intervention.

The responsibility for the constantly increasing premiums is frequently saddled onto the medical profession. Ohio's Blue Cross Plan, Hospital Service, Inc., recently published a vicious attack upon Ohio doctors, charging them with wrecking the Plan through constant abuses. Although pointing out that only a few doctors are

consistently guilty, the Plan criticized the profession generally for its failure to discipline offenders. Among the abuses hit by the Plan were unnecessary admissions, overlong hospital stays, excessive use of services and drugs, and exaggerated charges. All of these can be entirely controlled by the doctor, the Plan says.

Ohio is not alone in this experience of excessive abuses of the Blue Cross-Blue Shield plans by the few undisciplined offenders. It is being experienced here in Oklahoma. However, it occurs to us that this is not the entire story. The offenders among the patients are many, and the failure of many patients to recognize their responsibility in this respect accounts for many abuses of the Plan's privileges. The doctor is frequently faced with a difficult choice, particularly where cases are borderline in nature, and the personal considerations of the doctor-patient relationship cannot be totally ignored. Too, some basic faults in certain Blue Cross-Blue Shield plans impair their operation; aggressive and demanding hospitals, admittedly few but existent, can account for serious losses.

We think Blue Cross-Blue Shield of Oklahoma is about to its limit in premium charges. Any further increases may be disastrous. The inestimable value of these plans to all concerned—to the hospitals, to the patients, and to the doctors—cannot be sacrificed. Place the blame where it may be but require a mutual self-disciplining of these groups. Responsibility, however distasteful, must be assumed. As doctors, let us take the lead in repairing the cracks in the bulwark against state medicine. Let's keep Blue Cross-Blue Shield alive and healthy.

It's a daughter for DR. and MRS. MARION K. LEDBETTER, born October 17th. Congratulations!

DR. JAMES STEVENSON attended the meeting of the Constitution and By-Laws Committee of the American Medical Association in Chicago last month.

DR. CEYLON S. LEWIS has taken new professional quarters at 509 Medical Arts Building for the practice of Internal Medicine.

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SOCIETY ACTIVITIES COMPARE FAVORABLY

American Medical Association Survey Indicates Wide Range of Activities By County Medical Societies. Attendance At Meetings At Low National Average.

Based on statistics obtained in a recent American Medical Association survey of county medical societies, the Tulsa County Medical Society compares most favorably with other county organizations in the 200-300 member range. In many respects, such as the maintenance of a medical library and a collection and credit service, the Society excels. In only a few instances, notably the failure to own its own building, does it fail to duplicate the standard activities of comparable county medical societies over the nation.

The survey, undertaken in 1950 by the Council on Medical Service of the American Medical Association, represents replies from only 757 of 1,930 county medical societies in the United States and its possessions. Despite this poor return (only 40 per cent of the total), most of the societies which failed to reply are those of less than 100 members, of which there are 581 in the area surveyed. The larger county societies with 200 or more members who replied represent 93 per cent of the total in their group, thus the statistics for comparison of societies in this membership range are to be regarded as quite accurate.

It is interesting to note in the survey that two societies have in excess of 5,000 members, seventeen have between 1,000 and 5,000, and nineteen fall into the 500 to 1,000 membership range. The Tulsa County Medical Society is one of 37 societies having between 200 and 300 members. It is exceeded in size by 66 county medical societies in the United States.

The great majority of county medical societies surveyed reported regularly scheduled monthly meetings. Only a very few societies meet more frequently, the Tulsa County Medical Society with its twice-monthly meeting being one of them. Seventeen societies meet weekly; surprisingly enough, eleven of this number have less than 100 members. Attendance is a major problem with all county medical societies. The percentage of attendance

decreases with the growing size of the membership. Nearly all societies of more than 200 members reported average attendance at less than 50 per cent of the membership. The Tulsa County Medical Society with 35 per cent or less average attendance is not unique. Based on a survey taken at a recent AMA meeting attended by lay secretaries, the general average for societies over 200 hovers around the 20 per cent mark.

The Tulsa County Medical Society is one of 14 county societies in the 200-300 member range owning and operating its own medical library and is one of the few societies which have conducted post-graduate study courses for its members. It compares favorably with other larger county medical societies in maintaining a speaker's bureau, Grievances Committee, in participating in community health councils, sponsoring radio and television programs, and publishing a monthly news magazine. It also offers, in common with other societies, group health and accident insurance, group malpractice insurance, and group hospitalization insurance. It is not one of very few which offer group life insurance or group annuities.

The participation of the Society in quasi-public activities also appears to be normal. Such activities as the maintenance and operation of a blood bank, indigent care program, cancer control, diabetes detection, etc., have long been a part of the Tulsa County Medical Society's program. While not participating directly in other types of health activities, it does co-operate with many allied organizations in the field of public health, nursing, medicine, etc. in programs designed to improve health and medical facilities.

While few county societies were revealed by the survey to own their own building, most of the larger societies do own such facilities. In this respect, the Tulsa County Medical Society does not compare favorably. Efforts to interest the

(Continued On Page 18)

DR. CHARLES G. STUARD TO HEADLINE NOV. PROGRAM

Dr. Charles G. Stuard, Tulsa ophthalmologist, will be one of two guest speakers to appear before the Tulsa County Medical Society during November, 1951. His paper will be entitled "Surgery For Cataracts." A second program will feature a visiting medical personality yet to be selected. Dates and details of both programs will be announced by mail to all members.

A graduate of the University of Oklahoma School of Medicine, Class of 1937, Dr. Stuard interned at Kansas City General Hospital for one year and was later Resident in Ophthalmology and Otolaryngology at the same institution for two years. He has practiced in Tulsa since 1939 except for six years service in the United States Army Medical Corps. A diplomate of the American Board of Ophthalmology, Dr. Stuard has published numerous papers dealing with treatment of eye infection by surgery and other therapy.

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STOKES GOLF TOURNAMENT WINNER WITH LOW OF 75

Dr. E. Malcom Stokes again took top honors at the 1951 Annual Doctors and Dentists Golf Tournament and Dinner by shooting a low of 75. Winner for the dentists was Dr. L. C. Trotter with 82. About 100 doctors, dentists, and guests attended the event at Indian Hills Country Club last October 11th with golfing favored by beautiful Fall weather.

The Tulsa County Medical and Dental societies wish to thank the following merchants for their generous contribution of golfing prizes: Getman Drug Store, Professional Drug Shop, Curtain's Prescription Laboratories, T. Roy Barnes Drugry, Medical Arts Prescription Shop, Brookside Drug Shop, The Mayo, Street's, Courtright - Optician, Palace Clothiers, Clarke's, Merkel X-Ray Supply Co., Mayo Furniture Co., Hillcrest Memorial Hospital, Megee's, Martin's Prescriptions, Dr. H. D. Murdock, William Penn Drug Store, Boswell's, Greb X-Ray Supply, Renberg's, Al Musick Drug Store, Mullendore Pharmacy, Scott Robison's Prescription Shop, Menkemeller's, Ball Drug Store, Coulter Funeral Home, Tulsa Funeral Home, Zale's, Fitzgerald Funeral Home, Raley - Shaddock Pharmacy, Hettinger Brothers, Ninde Funeral Home, Shaw-Medlin Dental Laboratories, Masterson Dental Supply, Reeves Dental Supply, Mid-Continent Surgical Supply Co., and Tulsa Artificial Brace and Limb Shop.

Tulsa doctors who will have scientific exhibits at the 1951 Annual Meeting of the Southern Medical Association in Dallas, November 5-8, include DR. ARNOLD UNGERMAN, DR. LEO LOWBEER, DR. MILFORD S. UNGERMAN, DR. AVERILL STOWELL, DR. ROBERT A. HAYNE, DR. IAN MACKENZIE, and DR. DONALD L. MISHLER. Members of the Tulsa County Medical Society appearing on the Scientific Program include DR. GEORGE R. RUSSELL, DR. WALTER E. BROWN, DR. WILLIAM A. BETTS, DR. ROBERT A. HAYNE, DR. AVERILL STOWELL, and DR. FRANK L. FLACK.

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Hamblen, E. C.: North Carolina M. J. 7:533 (Oct.) 1946.

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*Perloff, W. H.: Am. J. Obst. & Gynec. 58: 684 (Oct.) 1949.



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NEW APPLICANTS

The following physicians are applicants for members in the Tulsa County Medical Society:

William A. Betts, Jr., M.D., 2828 East 15th Street, Tulsa. Medical Degree, University of Texas, Medical Branch, Galveston, Texas, 1946. Interned Highland Park General Hospital, Highland Park, Michigan one year. In military service, United States Army, 1947-49; resident in Pediatrics, St. John's Hospital, Tulsa, 1950-51. Specialty, Pediatrics. Recommended by Dr. Walter F. Sethney and Dr. Emil E. Palik.

Ceylon S. Lewis, Jr., M.D., 509 Medical Arts Building, Tulsa. Medical Degree Washington University School of Medicine, St. Louis, Missouri, 1945. Interned Salt Lake General Hospital, Salt Lake City, Utah, one year. Resident in Internal Medicine, University of Utah College of Medicine (Salt Lake Veterans Hospital), two years, and fourteen months fellowship in cardiovascular disease at Salt Lake General Hospital. Specialty, Internal Medicine. Recommended by Dr. Henry A. Brocksmith and Dr. Terrell Covington, Jr.

Add New Arrival: a daughter, Janice June, born September 27th to DR. and MRS. HAROLD J. BLACK. Congratulations!

DR. RURIC N. SMITH is vacationing in Switzerland and other parts of Europe.

DR. DELMAS B. JONES has removed his practice to Lawton, Oklahoma.

DR. ROYAL E. STUART has taken new professional quarters in the Braniff Building, Tulsa, for the practice of Otolaryngology.

DR. PAUL GROSSHART is seriously ill at St. John's Hospital with a heart ailment. Also on the sick list recently were DR. JAMES W. KELLEY, DR. R. K. GODDARD, and DR. JOHN G. MATT.

DR. WILLIAM A. BETTS will be associated with Dr. Walter F. Sethney in the practice of Pediatrics at 2828 E. 15th Street, Tulsa.



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CIVIL DEFENSE*(Continued From Page 7)*

water supplies, etc. Dr. T. Paul Haney and Dr. David V. Hudson head this section assisted by personnel of the City-County Health Department.

Special Weapons Section: to initiate protective measures in unusual actions such as sabotage, chemical warfare, germ warfare, and radiological hazards from the A-Bomb. Dr. Logan A. Spann and Mr. R. E. Fearon are heads of this de-

partment.

Supply Section: to furnish needed supplies for all medical demands. Dr. J. J. Billington and Dr. J. D. Shipp are in charge of this section.

A Medical Advisory Council has also been created to assist in formulating policy on medical and health problems in Civil Defense. This consists of representatives of some fifteen professional organizations including the Tulsa County Medical Society, the Tulsa County Dental Society, etc.

A large quantity of literature concerned with Civil Defense organization and atomic medicine has been placed in the Library of the Tulsa County Medical Society at 1203 Medical Arts Building, Tulsa. Participants in the program are invited to acquaint themselves with this material.

SOCIETY ACTIVITIES*(Continued From Page 13)*

Society in such a project in 1946, 1947, and 1948 by a special committee were to no avail. Unlike most societies reporting in the survey, the Tulsa County Medical Society has no self-owned telephone answering service (the Society rejected a tentative plan to this effect in 1947 and again in 1950.) Neither does it have an emergency call system, one of the few societies reporting which did not.

Approximately 60 per cent of societies with more than 200 members have full-time professional secretaries with additional employees ranging from one to five. This number is exclusive of librarians and collection service or other special project personnel.

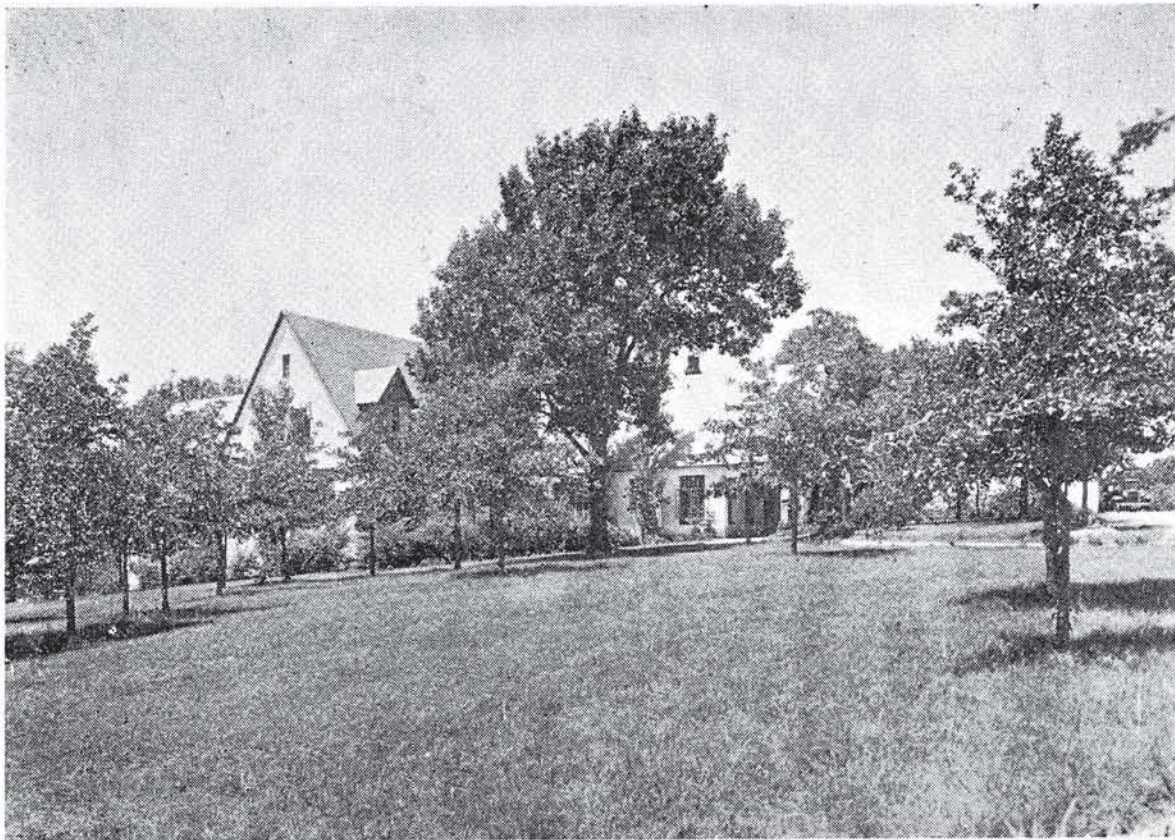
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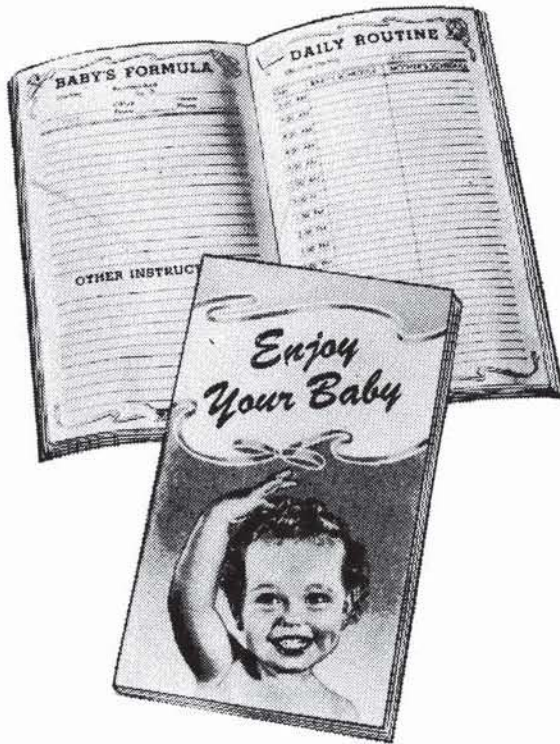
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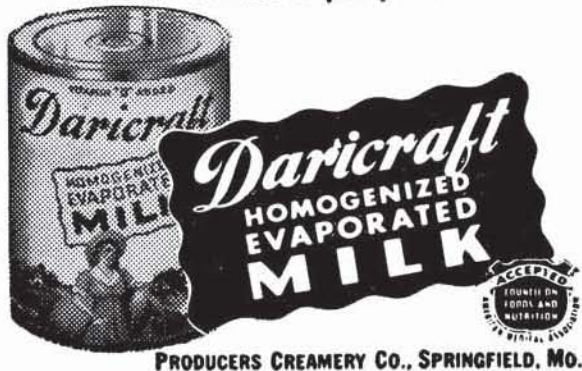
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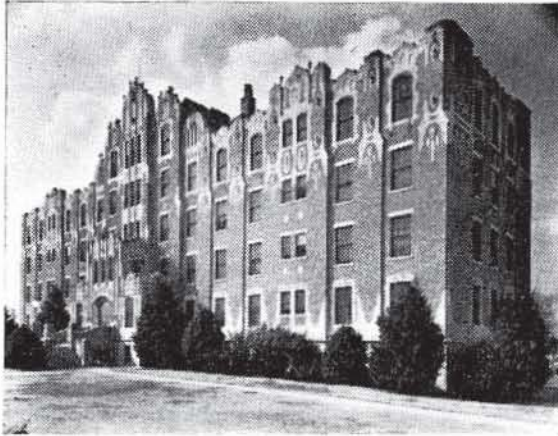
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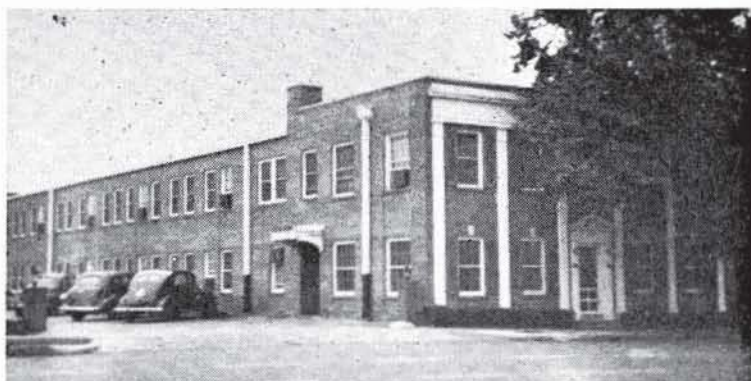
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