

Duke



The Third Annual Duke Conference on Physician's Assistants



The most serious health problem facing our nation today is the shortage of family doctors. . . . The American Medical Association believes there is something we can do right away that will begin to relieve the shortage. . . .

What we advocate is simply that private physicians begin immediately to divest themselves of all routine functions that can be performed by assistants and associates. . .

Does the creation of physician's assistants mean we can let up on the pressure to produce more and better doctors? Not at all. Obviously, we must have many more doctors as well as many more doctor's assistants if we are going to avoid a further crisis.

*Walter C. Bornmeier, M.D.
President,
The American Medical Association
Readers Digest (July, 1970)*

Dear Colleague:

Everyone is aware of the widespread social evolution that is taking place today, and those of us connected with the health services industry are acutely aware of the increasing importance of the issue concerning health care delivery. It is evident that if patient care is to be available to all the citizens in this country, a vast increase in the number of physicians is essential.

In spite of all the efforts to date to resolve this bottleneck, we have barely been able to maintain our present physician-to-population ratio. In realization of this, many educational institutions have directed their efforts toward exploring new ways in which physician productivity can be safely and effectively increased.

One effort to augment physician productivity has been the creation of a professional assistant to the physician, who, by working intimately with him, can reliably assume many of the time-consuming tasks and functions performed by the physician. During the past five years, the development of this concept has spurred intense interest among a variety of leaders in the health services field. In response to this interest, Duke University is sponsoring its third annual conference on the physician's assistant concept.

The objectives of the conference are to review on a national basis the current status of the physician's assistant and the progress to date that has taken place in the resolution of such considerations as the legal status, patient acceptance, productivity effects, educational development, utilization and regulation, administration, and many others.

Beyond this review, we hope through a series of seminar workshops to accomplish three further objectives. First, through panels of experts, to answer all questions possible on various issues. Second, by audience participation, to exchange ideas and knowledge of activities on each related issue under consideration. And third, to delineate the unanswered issues that should be resolved in the future. On the basis of the workshops, it should be possible to establish reasonable priorities necessary to develop a coordinated plan for future activities.

The structure of the conference has been planned so that the interests of any health professional, educator, administrator, or researcher will be met by having group discussions during the lunch hour followed by workshops that will be repeated so that each registrant can attend three of the five group sessions.

The time of the conference has, in part, been selected so that the participants might have the opportunity to enjoy the enchanting late autumn season in the heart of the Piedmont.

I would like to be the first to extend the warm hand of Southern hospitality by taking this opportunity to invite you to attend what should be an informative, rewarding, and enjoyable third annual Duke conference on physician's assistants.

*D. Robert Howard, M.D.
Conference Chairman*

Conference Faculty

- David E. Lewis, M.A., Director of Education, Physician's Assistant Program, Duke University.
- Robert W. Ewer, M.D., Associate Professor of Medicine, University of Texas School of Medicine.
- Martha D. Ballenger, L.L.B., Director of Legal Research, Physician's Assistant Program, Duke University.
- Clark C. Havighurst, L.L.B., Professor of Law, Duke University.
- D. Robert Howard, M.D., Director, Physician's Assistant Program, Duke University.
- Leland E. Powers, M.D., Director, Division of Allied Health, Bowman Grey School of Medicine.
- Thomas T. Thompson, M.D., Project Director of Physician's Assistants in Radiology, Duke University.
- J. Elliot Dixon, M.D., Family Practitioner, Ayden, North Carolina.
- Louis R. Pondy, Ph.D., Associate Professor of Business Administration, Duke University.
- Richard C. Reynolds, M.D., Director, Division of Community Health, University of Florida School of Medicine.

GUEST SPEAKERS

- E. Harvey Estes, Jr., M.D., Professor and Chairman, Department of Community Health Sciences
 - Marc J. Musser, M.D., Medical Director, Veterans Administration, Central Office.
 - Terry Sanford, J.D., L.L.B., President, Duke University; former Governor of North Carolina.
 - Eugene A. Stead, Jr., M.D., Professor of Medicine, Duke University Medical Center.
 - Florence McAlister, Professor of Medicine, Duke University Medical Center.
 - T. F. Zimmerman, Ph.D., Director of the Division of Health Manpower of the American Medical Association.
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Agenda

Thursday, November 12, 1970

8:00 a.m.

Welcome Breakfast: Good Morning! Seminar guests assemble for official welcome during a hearty breakfast.

9:15 a.m. to 11:45 a.m.

First General Session. . . Faculty members and guest speakers will address the participants on the developments to date regarding: (1) evolvement of Physician's Assistant concept; (2) legal status; (3) evaluation; (4) curricula and educational techniques; and (5) utilization and application. Presentations will consider the concept from a local and national viewpoint.

12:00 Noon

Informal "Shop-Talk" Luncheons: Attend any one of five scheduled luncheons, each with its own conversational theme. Each luncheon (and the afternoon workshops) will feature a panel of two conference faculty members and a Physician's Assistant.

a. **Legal:** What legal actions need be taken to formalize the status of the Physician's Assistant?

Panel: Martha D. Ballenger and Clark C. Havighurst, Faculty; and Carl E. Fasser, Physician's Assistant

b. **Education:** What steps are needed to ensure effective training of the prospective assistant?

Panel: David E. Lewis and Robert W. Ewer, Faculty; and John J. McQueary, Physician's Assistant

c. **Research and Evaluation:** How do the physician, and the patient, react to the assistant?

Panel: Louis R. Pondy and Richard C. Reynolds, Faculty; and John A. Braun, Physician's Assistant

d. **Administration:** What problems are faced in incorporating the assistant into the existing framework of the hospital, and the office?

Panel: D. Robert Howard and Leland E. Powers, Faculty; and Thomas G. Kotheimer, Jr., Clinical Associate

e. **Application:** In what manner may the individual physician adapt the assistant to his own situation?

Panel: Thomas T. Thompson, and J. Elliot Dixon, Faculty; and Stephen L. Joyner, Physician's Assistant

1:15 - 1:45 p.m.

Exhibit Intermission: Brief recess to allow seminar guests to review colorful, informative exhibits.

2:00 p.m. - 3:30 p.m.

WORKSHOPS. . . Participants may attend any of the following sessions: *Note:* You may choose a different topic than your luncheon. Sessions will begin with a short formal presentation by the panel regarding current and projected activities and in this manner will meld with, but move beyond the scope of the morning general session.

The Third Annual Duke Conference on Physician's Assistants

Charles B. Slack, Inc. 6900 Grove Road Thorofare, N. J. 08086

BUSINESS REPLY MAIL

No Postage Necessary If Mailed in the U.S.

a. LEGAL

The "Legal" workshop will offer a comprehensive review of the concept of utilizing various health professionals as assistants to the physician. Among the points to be discussed will be legal measures to incorporate new manpower into the health field... existing state legislation, registration and certification, and a summary of completed legal studies. In addition, participants will discuss methods of developing guidelines for ultimate recognition and supervision of emerging health occupations.

b. EDUCATION

In the "Education" workshop, participants will focus their attention on problems inherent in developing meaningful, progressive education programs for physician's assistants. Issues to be considered include pedagogy, procurement of faculty, curriculum, programmed education, educational mobility, and opportunities for clinical instruction.

c. RESEARCH AND EVALUATION

The theme for this session will be data collection to forecast peer and patient acceptance of the new health professionals, as well as general productivity. The workshop will review role evaluations, cost of training, patient acceptance, health care productivity studies, and their implications.

d. ADMINISTRATION

This session will concern itself with: 1) the interaction of the new professional with organized medicine; 2) utilization of this new category of health manpower in the hospital setting, including discussion of the policies of the Joint Commission on Hospital Accreditation; 3) application for and procurement of professional liability insurance; and, 4) the use of the assistant in third party payment claims.

e. APPLICATION

Going one step beyond the concept of assistants for the general physician, participants will consider ideas for utilizing current educational programs to develop "specialty assistants" as aides to those physicians who pursue one of the specialized disciplines of medicine. Also to be reviewed will be suggestions for maximum use of the "specialty assistant" in the community.

3:45 p.m. - 5:15 p.m.

REPEAT WORKSHOPS

6:15 p.m.

Get-Acquainted Reception and Dinner to be Followed by a Nationally Renowned Guest Speaker

Friday, November 13

8:00 a.m. - 9:00 a.m.

Breakfast

9:00 a.m. - 9:45 a.m.

Final Opportunity to Visit Exhibits

10:00 a.m. - 12:30 p.m.

GENERAL SESSION

In the concluding general session, the participants will be addressed by Conference Faculty and Guest Speakers regarding: individual involvement in activities of organized medicine; the Government's role in future activities related to the Physician's Assistant concept; the coming role of professional Physician's Assistants, and the application of Physician's Assistants in a variety of situations.

FIRST CLASS

Permit No. 9

Thorofare, N. J. 08086

Information Sheet

How the Workshops will be Conducted

Selected members of Duke University faculty and well-qualified guest lecturers will lead in-depth learning experiences on all aspects of the physician's assistant. Through lectures, examples of actual case studies and round-table discussions, the subject will be thoroughly explored. Participants will have a unique opportunity to share ideas and experiences with their counterparts in other health-related fields.

Each workshop will begin with a 15-minute formal presentation by the lecturer, covering activities on a nation-wide scale, as well as open issues as seen by the lecturer.

A question and answer period will follow each presentation. The faculty will attempt to answer as many questions as possible. Discussions will center around the relative merits of ongoing projects as well as reviewing current activities. They will delineate issues about which no progress is planned, but which should be considered for future concept developments.

Fees

The fee for the conference, starting on Thursday, November 12th, and concluding after the General Session On Friday, November 13th, is \$60.00 — non-members (\$40.00 for members of the American Association of Physician's Assistants). This will include all meals and the cocktail reception on Thursday evening, as well as a copy of the conference proceedings.

Registration

Applications should be submitted no later than November 1, 1970 to: Charles B. Slack, Inc., Thorofare, N. J. 08086. Checks should be made payable to Duke University Medical Center.

Transportation

The Durham Hotel is located downtown Durham, just 10 miles from the Raleigh-Durham jet airport, which provides excellent connections with many major cities. Limousine service is available from the airport to the various downtown accommodations. Four bus lines connect the city with all points, and taxi service is conveniently arranged.

Temperatures in Durham in early November

Average High — Mid 60's

Average Low — Mid 30's

Housing

Recognizing that perhaps the Durham Hotel cannot house all conference attendees, the Downtowner Motel, Hilton Inn and the Holiday Inn have been selected as overflow facilities. For your convenience in commuting to and from the Durham Hotel, we have arranged for shuttle buses to operate during conference hours on Thursday and Friday.

DUKE UNIVERSITY MEDICAL CENTER
THE THIRD ANNUAL DUKE CONFERENCE ON PHYSICIAN'S ASSISTANTS

November 12-13, 1970, Durham Hotel
Durham, North Carolina

Mrs. Miss Mr. Dr.

REGISTRATION FORM

Name: (Please Print) Last Middle First

Address: Street No. or Box City State Zip

Employing Agency/Institution City State

AAPA Member:

Job Title:

5 identical workshops are scheduled at 3 different times on Thursday, November 12. Won't you please indicate which session, and at what time, you wish to register?

"Shoptalk" Luncheon

_____ Legal
_____ Education
_____ Research & Evaluation
_____ Administration
_____ Application

2 p.m. Workshops

_____ Legal
_____ Education
_____ Research & Evaluation
_____ Administration
_____ Application

3:45 p.m. Workshops

_____ Legal
_____ Education
_____ Research & Evaluation
_____ Administration
_____ Application

Fee: Non-Member \$60.00 _____ AAPA Member \$40.00 _____

Registration fee includes all meals and Cocktail Reception

Make Checks in full payable to: Duke University Medical Center

Send to: Charles B. Slack, Inc., 6900 Grove Road, Thorofare, N. J. 08086

Refunds: No later than December 30, 1970 Advance Registration Deadline: November 1, 1970

Conference At A Glance

Thursday, November 12, 1970

- 8:00 a.m. Breakfast
- 9:15 a.m. First General Session with Special Guests
- 12:00 Noon Roundtable Discussion Luncheons
- 2:00 p.m. Concurrent Workshops
- 3:45 p.m. Repeat Workshops
- 6:15 p.m. Reception
- 7:30 p.m. Dinner with Guest Speaker

Friday, November 13, 1970

- 8:00 a.m. Breakfast
- 10:00 a.m. Second General Session

AMERICAN ASSOCIATION OF PHYSICIAN'S ASSISTANTS PROGRAM

Friday, November 13, 1970

- 12:00 Noon Association Luncheon and Executive Board Meeting
 - 2:00 p.m. General Session and Business Meeting followed by the election of officers
 - 6:00 p.m. Reception and Dinner Dance
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