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Emergency Physicians – Please Choose Wisely

WACEP President's Message
Jeff Pothof, MD, FACEP

I must admit, I'm one of those people who often thinks bigger is better. If a 60-watt light bulb is good, then the 100-watt bulb must be better. I'd be completely content with the three-piece fish fry, but the all you can eat is only \$2 more and the batter is so thin and crispy. I won't even get into what happened the last time I bought a truck, but I think you have a pretty good idea.

This type of thinking often follows us into the emergency department. More is better. It must be true. It makes me feel better, re-assured. It seems to make my patients feel better too. What could be the harm in a more is better approach to patient care?

When reports came out from the Institute of Medicine in 2000¹ and 2001² characterizing healthcare as unsafe and describing the strategy for improving the performance of our healthcare systems an era of measurement was born. We started measuring, with the assistance of the electronic health record, we measured everything. We had data on nearly anything we did with accompanying graphs in full color, benchmarks, control charts, goals, and incentive plans to match. Therein was the problem, we measured what we did. We inadvertently and with the assistance of fear from our tort system and lack of consequence from our reimbursement models fueled physicians into practicing with a more is better philosophy.
[Read more.](#)

Sept. 6 Rural Outreach Initiative - All are Welcome!

WACEP's [Rural Outreach Initiative](#) is an opportunity to engage clinicians who practice emergency medicine outside of the "Madison-Milwaukee corridor"! Wherever you practice, we hope you'll join us on Friday, September 6, 2019 in Richland Center and Hillsboro.

[Practice Updates](#) (10 am - 2 pm; Richland Hospital)

Submit a News Story for the Website



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- **Procedural Ultrasound Techniques:** Don't have the resources for a full diagnostic ED Ultrasound Program? Drs. Lauren Sheehy and Hani Kuttab, fellows from the Univ. of Wisconsin Emergency Medicine Ultrasound Fellowship Program will provide some basic tips and tools on central lines, foreign body identification, abscess, and more!
- **Updates in Acute Stroke Care:** Natalie Wheeler, MD JD, Assistant Professor in the Univ. of Wisconsin Dept of Neurology and Medical Director of UW Health's Telestroke Program, will review recent modifications to alteplase treatment guidelines and discuss new extended windows for intervention and how new imaging is used for patient selection for stroke intervention.
- **UW Med Flight & CHETA Review** sponsored by UW Health Prehospital Care & Medical Transport; see the new C145 aircraft and pediatric critical care transport ambulance. UW Med Flight staff will discuss measures for security and safety around a helicopter, review the process of preparing patients for transport, and will give specific case examples.

WACEP Board Meeting (2:30-5:00 pm; Richland Hospital)

Dinner & Social (5:45-8:30 pm; Hillboro Brewing Co)

There is no cost to attend, but a headcount is needed for planning purposes. Learn more and [register today!](#)

Oct. 28 WACEP Meetup at ACEP19

Are you heading to Denver for ACEP's 2019 Scientific Assembly?

Make sure to stop by the WACEP meetup on Monday, October 28 at **Wynkoop Brewing Co, 1634 18th Street, Denver.**

This complimentary reception is open to all Wisconsin attendees. [Please RSVP](#) if you plan to attend.



Wisconsin's New FACEP

WACEP congratulates Amy Biondich, MD, FACEP, Wisconsin's newest member to achieve Fellow of the American College of Emergency Physicians (FACEP) status. Dr. Biondich will be recognized at an October 26 reception in Denver, just prior to ACEP19.

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