

Summer  
Weekly

# Reader

Volume 9, Issue 6, August 18, 2011

The Plano Rotary Club

[www.PlanoRotary.com](http://www.PlanoRotary.com)



## Brook's Boutique

### UPCOMING MEETINGS

- 8/18 Marcy Wilson - Executive Director of Hendrick Scholarship Foundation
- 8/25 Gerald Brence - Plano High School Football Coaches
- 9/1 Kathy Blank - CASA of Collin County
- 9/8 Sally Bane - Executive Director of the Plano Economic Development Board

### AUGUST BIRTHDAYS

- 8/10.....Camille Ussery
- 8/12.....Susan Shuler
- 8/12.....Fortino Trujillo
- 8/13.....Gary Base
- 8/20.....Reedy Spigner
- 8/20.....Sarah Watkins
- 8/24.....Michael Robnett
- 8/28.....Michael Baldwin



EVERY  
ROTARIAN  
EVERY  
YEAR

**E**mphasizing his disdain for the contemporary organization of medicine in this country, **Dr. Mitchell Brooks** announced that his is a "boutique practice" in that it accepts no Medicare patients, indeed no patients that expect to pay with insurance of any kind! His practice is cash on the barrelhead, and he encourages the universal adoption of this time-honored standard of the marketplace. If you can't pay, you aren't sick. There's only one thing wrong with that; his practice must be exclusively for women because men wouldn't be caught dead in a *boutique*. But that's perfect: if a man shows up, he's dead, and he can't pay, so he doesn't belong there anyway! One wonders if wife **Kathleen** knows that all his patients must be female even though he's not a gynecologist.



**Brad the Impaler** expects **Sainted Editor** to keep tabs on the fraction of his meetings that actually have programs, but, beyond last meeting's .666, there aren't any suggestive fractions, so the **ADD Editor** will quickly lose interest. Besides, there are countless ways left to skewer the **Impaler** like today's strike of the Rotary Bell with a butter knife, **Brad** having misplaced the gavel.

He quelled the riot of fellowship at 12:17, asking us to stand for the Invocation by **LB the Good** and Pledge led by **Carrolyn Moebius**. ("Thanks, **Bol!**") He thanked a phalanx of greeters including **Alice Hobbs**, **Michael Baldwin**, and **Alan "Figenbaum"**. (C'mon, **Brad**, you could at least have spelled it phonetically, "Fygenbalm!") He called perennial "pinch-hitter" **SERGEANT-AT-ARMS, CAPTAIN KIRK**, to account.



**KIRK** unwittingly recycled a speaker's joke ("it's the wine talking") before settling down to business.

**GA** wished us to welcome his bride of 61 years, **Jean Davidson**, who was applauded for her stamina. **Jamie Schell** introduced his "lovely son," **Sam**, and Jamie had to stand on tiptoes to come even with Sam who will enter 10<sup>th</sup> grade this fall and will be the goalie on his school's soccer team! When asked if he knew enough about insurance to bore his schoolmates or carrying on Great Granddad's business, Jamie, commenting on his son's math skills, replied

that he'd not likely become an actuary. (Two insults in the same breath!)

Visiting Rotarians included **Judy Jackson** (here to keep an eye on her boys) and **Mark Thompson**.



**Gary Base** earned the only Perfect Attendance pin for 15 years. Someone, obviously caught up in the moment, shouted, "Speech! Speech!!" Gary was a little more reserved.

**Alan Feigenbaum** (German for "fig tree," if that's any help, **Brad**) rose for what **Brad** promised would be "a golf minute," but Alan had other ideas. He took 2 minutes to regale us with a tale of the people helped by Grayson Rotary's **FOUR RIVERS OUTREACH**. He said they were people who "had bottomed out," and **Wayne Hendrick** had commented that his Foundation was designed to prevent things from coming to such a pass. It provided educational opportunities to those who might otherwise be on that path. So we should catch them before they become **FOUR RIVERS** fodder by supporting the Golf Tournament (Sept. 30) and Fun-raiser (Sept. 29) through volunteering in a myriad of ways outlined on the flyers gracing our tables. He reminded us again of the need to sign up for golf and the dinner at least at the Tournament's web site:

[www.PlanoRotaryGolf.com](http://www.PlanoRotaryGolf.com)

**Thad Stammen's** very professional web page where you can donate in every conceivable way except **PayPal**. Curious; I wouldn't have thought Thad a Luddite.

**Earnest Burke** was next to the podium. Since Alan was a hard act to follow, Earnest told us that, as Rotarians, we are "ordinary people who do extraordinary things." And as Rotarians in "the Flagship of 5810," it is incumbent upon us to outperform all others in the services we offer. "With that in mind," (here comes the pitch) we would all want to come to the **MENTORSHIP DAY** at Memorial Elementary on September 15. We should contact **Brad** or Earnest to **RSVP**.

**Brad** suggested that to avoid a lecture from **Randy Wright**, we should look at the green sheets



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on our tables outlining the ways we can accrue points associated with the Tournament and Dinner. Someone asked if they had been devised by **Ean**, and **Brad** assured us they had not. (Can you *imagine* the complexities of 5810 policy edicts when Ean takes over?)

**Brad** called inductee **Rick Horn** with sponsor **Rick Maucieri** and **Jim McGee** with sponsor **Bruce Glasscock** to the podium and read us all **Ken Too Tall Robert's** stirring oration. Rick Horn was taken on in classification *Project Manager*, and Jim was welcomed back into the Club. They were pinned by the respective sponsors while being congratulated by Club members.

When **Brad** asked, "Are there any more announcements," Judy Jackson piped up, "Tell them about the bucket." She wasn't referring to the Fine Bucket but rather the black Home Depot bucket sitting on the podium. Brad hoisted it in confusion and then suggested, "You do it." So Judy trudged behind the lectern. Someone unkind suggested, "Stand up, Judy!" to which she, who could hide in Ken Robert's shadow, replied with a curt, "Thank you."



Judy is Auction Chair for the Sept. 29<sup>th</sup> Fun-Raiser, and she is interested in our filling the bucket with donations (worth ½ a point each, if you're counting). We are to have brought new power tools for auction today, but the bucket will be challenging us next week as well. In lieu of tools, we might throw in the odd high denomination currency. (But the only odd currency is the \$1, hardly high, and the \$5, hardly higher.) If we do neither, we run the risk of having our kneecaps bitten.

**Chuck Morgan** arose to introduce the day's speaker, former Plano Rotary member, Dr. Mitchell Brooks. His topic today was advertised as "Ten Principles of Affordable Health Care," implying a fascination challenged by his practice's policies. Since Mitchell's been gone some time and endured some serious surgery, I've copied his résumé below.



#### Dr. Mitchell Brooks

Dr. Mitchell Brooks is an orthopedic surgeon and former family practitioner with extensive experience in both conservative and surgical procedures involving orthopedic disorders. Dr. Brooks received his undergraduate and medical education at the University of Toronto in Toronto, Canada. He practiced Family Medicine in Toronto for three years before his residency in Orthopedic Surgery at The Medical College of Virginia and was awarded a spinal surgery fellowship at New York University/Bellevue Medical Center.

Dr. Brooks was a clinical instructor in Anatomy at New York Medical College during the 1980 fall semester. He has been a visiting lecturer in sports medicine and orthopedic surgery at the University of Cardiff in Wales where Dr. Brooks also helped develop one of the first privately operated orthopedic sports medicine surgical centers. While there, he also co-authored the book *Sports Injuries* with colleagues Mr. John Fairclough and Dr. Roger Evans.

Dr. Brooks has also been involved in the creation of orthopedic educational and injury prevention programs for a host of national and international companies.

In 2007 Dr. Brooks underwent a heart transplant due to longstanding cardiac failure. Since that time he has served as a medical, legal and compensation claims consultant to several law firms and insurance companies, as well as area businesses.

Dr. Brooks was an associate of Directions International, an international management consulting firm, from 1994 to 1997. In 1994, he headed a design team for a 36,000 square foot "Jeep Hospital" using physician, nursing, patient, and payer focus groups. This right sized hospital is capable of performing 90 percent of the product lines of a standard 200+ bed community hospital at 30 percent of the fixed costs.

In the Spring and Fall of 2008, he acted as the principle for medical development and medical project operations for Baruch Properties, a Texas real estate and development company responsible for buying, selling or developing over 70,000 acres of land in the last 30 years.

Dr. Brooks is married to the former Kathleen Keenan and has a daughter currently living in New York City. He still sees and enjoys taking care of people in need of orthopedic-related second opinions, second surgical opinions and new patients for specific orthopedic problems that require evaluation, diagnosis and conservative office-based management. He is a Fellow of The American Academy of Orthopedic Surgeons.

It doesn't mention his association with NYU's Bellevue Hospital (not to be confused with London's mental hospital). So if what follows sounds crazy, we cannot attribute it to Bellevue. Mitchell's a talk show host at [www.hotnationtalk.com](http://www.hotnationtalk.com)

Mitchell wasted no time. He began by berating fellow medico, **Mark Geller**, for arriving at his "usual time," late. (It's nice to know that open-heart surgery hasn't dimmed his wit.) Mark defended himself saying, "I wasn't going to sneak in."

With fiery oratory, Mitchell announced that healthcare is "in a state of flux." He noted that it is a prime contributor to the National Debt. He referred us to an Op Ed piece by **Peter Orszag** stating, "If healthcare is not fixed, the debt is not fixed." Details of the former Obama Administration's Budget Director's argument can be found at



[www.americanfuture.net/?page\\_id=890](http://www.americanfuture.net/?page_id=890)

However, the problems of healthcare "will not be solved politically," because no one in Washington, DC, "knows what they're talking about." Healthcare accounts for 17% of the GNP, and the *Patient Protection and Affordable Healthcare Act* (to his credit: he only once said "Obamacare") won't solve the problem "because it is neither" (affordable nor protection).



Today, Mitchell promised to address both by enunciating 10 principles that are "common and consistent" that do **not** involve "everybody getting healthcare free," because that's "not going to work." And, he claimed, they were informed by our **FOUR-WAY TEST**, so they've just got to be good.

These are principles to build a new healthcare system to minimize cost while reforming the system.

- 1. Healthcare is not a Right.** It involves an obligation on the part of patients to take responsibility for their own avoidable health problems as well as an obligation on the part of the physician to care for them in the event of unavoidable health problems.
- 2. There is no single-payer system.** It may work in countries that have socialized medicine because they also have homogenous populations. (Great Britain may object to that characterization.) But even there, service is rife with delays, and "that dog won't hunt."
- 3. The public must accept change.** It must be educated, or it will not know what to expect. After all, he said, **Ray's** (Huffines) business is hurting because businesses don't know which way the economy will go; uncertainty is a killer.
- 4. Rural America must be included.** Those without ready access to healthcare can still be "seen" via *Skype*, although those patients need to "stop worrying about privacy."
- 5. Medical practices must utilize modern technology.** "Most procedures," he claimed, "are outpatient" so there is "no need for large hospitals" with their "government regulations" and overcrowded ERs.
- 6. Everyone must pay.** There should be no more exemptions for legislators, their staffs, and families. "Everyone must have skin in the game," so they are motivated to shop healthcare and find the bargains. (We're all certain to seek low-bid brain surgeries? That way lays the Simpson's Dr. Nick.) Mitchell added \$5 to the kitty to cover his advertising spiels.
- 7. Drugs must be priced uniformly.** If, as now, pharmaceuticals are sold offshore for less, then the on-shore costs have to be more to cover the deficit. America is subsidizing foreign patients, and that contributes to the 7% of healthcare that goes toward drugs. It costs about \$1 billion to jump regulatory hurdles and market a successful drug. It costs a similar amount for an **unsuccessful** one, for which the manufacturer makes no return on investment. So we can't afford to have Europe "laughing at us" while we "get it at both ends of our digestive tracts."
- 8. Patients shouldn't need computers.** "Dr. Obama, PhD," presumes that everyone has access to one to manage his or her healthcare. Indeed, only 15% of physicians have computers; they say it "costs too much for a secure line."
- 9. We must have tort reform.** \$100 million is sacrificed annually to unnecessary procedures necessitated only by the threat of lawsuits. Mitchell estimated that 40% of all X-rays are "totally unnecessary." A healthy portion (pun intended?) of prescriptions is also medically unnecessary. He says that the impact of this "is greatest in hospitals."

*continued on page 3*

These topics are debated on his talk show where he tries "to present both sides of the issues." He claims to avoid the ranting and name-calling of conventional radio talk shows. He welcomes disagreements because "we all agree on WHAT. We don't agree on HOW." He decries the incivility of Congress as "unhealthy for the country."



He tells us that healthcare costs can diminish if we'd only practice a bit of preventive medicine: eat well, exercise well. "You must control what you put in your mouth!"

He defined "right" as "an action or thing you may do without affecting others or may not be done to you without your permission." Healthcare is not one of them. "If you take [healthcare] without paying for it, that's stealing." Acting irresponsibly about preventative disease means you consume medical resources needed by other people who acted responsibly, and the "really needy can't be serviced."

Tapping into our sense of indignation, Mitchell told us that 47% of residents pay no taxes at all. (Apparently, he's not including sales tax.) He predicts that if "healthcare gets legislated, doctors will no longer see Medicare patients." (They'd just be following his lead.)

Of course, it would be the thin end of the wedge. "What's next," he asked, "Lawyers? Orthodontists?" (Well, he needn't worry about the lawyers. They, after all, draft the legislation.)

Healthcare, he maintains, "is already rationed. Get over it." Medicare and Aetna deny 7% of claims. Cigna, on the other hand, denies only 3% of claims, so he recommends them (unless you're paying him).

At the end of life, 28% of all care is paid by Medicare. So

#### **10. We must change "the warehousing of the elderly."**

Canada, he said, spends about \$450 pushing the paper associated with claims. The US spends \$1,059. If we moved to their system, we'd save \$362 billion per year. (But wait! That's socialized medicine, Mitchell!! Have you gone off your capitalist gourd?)

With predicted cuts of \$550 million in Medicare, Obama, according to Mitchell, will ensure that "no doctor accepts Medicare."

He recommends that we use Health Savings Accounts to spend pre-taxed monies for healthcare instead of taxed funds. With premiums increased by 12% and higher deductibles and co-pays, it only makes sense. Avoid flex plans with their "use it or lose it" policies. HSAs permit rollover. And they're rising at 1/2 the rate of commercial insurance.

**Know someone who would make a great Rotarian?**

**Invite them to be your guest at Rotary!**

#### **The 4 Way Test:**

*Of the things we think, say, and do:*

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

Mitchell is hardly a disinterested party. "My [medical] issues are substantial (not including mental)." Randy Wright said that we were too polite to bring that up. HSA contributions can be taken off FICA taxes as well. Many are tied to successful fitness plans, he said.

Mitchell's *Hot Nation Talk* guest, **David Goldfarb**, President of DSG, would be a good speaker for Rotary. He handles insurance for boutique firms with as few as two employees. His vitae can be found at

[hotnationtalk.com/guest\\_links/davidgoldfarb.pdf](http://hotnationtalk.com/guest_links/davidgoldfarb.pdf)

Somehow in all this the truly needy must have their healthcare addressed. For Mitchell, it's a case of "the haves must give to the have nots." What remains to decide is how.

*Scary Bob Epstein* said that, as **Mitt Romney** will be the next President, what might his policies be. "Jeez, Bob, do you have a crystal ball?" asked Mitchell. Aside from "Massachusetts healthcare is a failure," Mitchell said he didn't know.

In response to another question, Mitchell expected the Supreme Court to decide 5:4 against Obamacare. And he cautioned us, "If you don't get involved, you deserve everything you get!"

**Brad** told him that a pair of shoes would be donated in his name to *Shoes for Orphan Souls*.

**Vance Bryson** announced the presence of his

nephew **Jared**. Dr. Brooks told the gathering to see him for more information on Health Savings Accounts. Returning to his seat, Mitchell announced that Mark Geller came as his guest, and, of course, his wife Kathleen. Someone surmised that she cost Mitchell more than the



\$5 he donated to the Club, and Mitchell, unadvisedly, agreed.

**Brad** led us in the Four-Way Test and herded us out at 1:02.



#### Guests & Visiting Rotarians

##### GUEST:

Jean Davidson  
Sam Schell  
Jared Bryson

##### GUEST OF:

G.A. Davidson  
Jamie Schell  
Vance Bryson

##### VISITING ROTARIAN

Judy R. Jackson  
Mark Thompson

##### HOME CLUB

Plano Sunrise  
Park Cities

#### Member NEWS

##### AWARDS:

**Harold Sullivan Award**  
Randy Wright

**Athena Award**  
Rebecca Caso

**Fred Moses Award**  
Richard Butterfly

##### Business Executive of the Year

Gary Base

**Kersey Can Holder:**  
Vance Bryson

**Citizen of the Year:**  
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**Rotary Make Up Website:**  
[www.rotaryclubone.org](http://www.rotaryclubone.org)

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## Hendrick Foundation 20<sup>th</sup> Anniversary Golf Tournament

Thursday, Sept. 29<sup>th</sup>: Fundraiser at Rutledge's Party Barn (the Plano Rotary meeting will be held at this dinner).  
Friday, Sept. 30<sup>th</sup>: Golf Tournament at the Prestonwood Country Club, Hills course.

Sponsors are needed for the golf goodie bag, silent auction, and golf tournament. Please go to [www.PlanoRotaryGolf.com](http://www.PlanoRotaryGolf.com) for the sponsorship packages and donation opportunities.

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