



Winter  
Weekly

# Reader

Volume 141, Issue 201, January 14, 2016

The Plano Rotary Club  
www.PlanoRotary.com

## PLANO GENERAL (REDUX)

### UPCOMING MEETINGS

Jan 14th

"Senior Issues in Health-care & Housing"  
Avery de Sostoa-Brookdale Living

Jan 21st

"Annual MLK Holiday Presentation"

Jan 28th

"Plano Symphony Orchestra"

### JANUARY BIRTHDAYS

Pamela Little	Jan 04
Jo Vai	Jan 05
Lynette Pieper	Jan 06
Yoram Solomon	Jan 08
David McWhorter	Jan 15
Jerry Aris	Jan 17
L.B. Showalter	Jan 17
John Brodhead	Jan 20
Alan Feigenbaum	Jan 21



## HAPPY NEW YEAR!

And as my resolution, I intend to credit all who labor to produce the *Weekly Reader*, including (but not limited to) **Sainted Photographers Scary Bob, Randy Always Wright**, and whoever I press into service in their absence (**John Caldwell**, today). Then there are the magicians at **alphagraphics** under the admirable leadership of **Kenny Wilson**. **Karen Sheldon** is responsible for the non-diatribes sections, and advertisers **Pam Little, David Allison, Casey Stewart, Jerry Kezhaya, Ray Huffines, Marc Lewis, Rick Maucieri, and Ric Kasmiski** come in for special mention.

Of course the latter are terribly lonely on the back page. There's room for another **nine of their ilk!** Randy keeps insisting that we should auction off the back page to determine its *true market value*, but the bills get better paid when advertisers pony up. Besides, an auction would mean that current advertisers would be due a refund, in all fairness (3<sup>rd</sup> test).

**President Paperweight** directed our attention to a meeting (who knew?) at 12:12, calling upon **Blair Ritchey** for the Invocation and **Larry Bisno** for the Pledge. Ulysses' alter ego was credited with Greeting.



**Adams. Kelly Palmer** welcomed **Jeff Beckley** and Councilman **Rick Grady**.

**SERGEANT BARBERA** introduced the Rotarian visiting from **Richardson Central, Jim**

And **Nancy Humphrey** fed daughter **Caroline**.

Nathan then summoned award-winning **Fantasy Footballers** of both the prize and booby prize variety. Of the latter, there was rookie player **Charles Milby** who couldn't remember his win-loss record until Nathan thoughtfully provided **3-14!** Of the former, it was a three-way tie for **12-5**, the order of finishers determined then by their point total. Third place went to **Mark Waterbury**, who, true to his Nature, demanded a recount. In 2<sup>nd</sup> place was **Jason Kramer**. And the winner, whose team was reviled as Old School but still manage to rack up the



most points, was **Earnest Burke** who explained that it was only the "*old guys I can relate to.*"



John Caldwell bounded to the stage to note that, as long as we have participated in the Four-Way Test Speech Contest, none of our winners have gone on to win District. And, oddly, considering the banner touting our Club having *won this year*, that remains the case to this day! It was our **runner-up** who stepped in (when our **winner** refused to compete) to slay the competition at District.

**Kelly Graham** was asked to repeat her winning performance for us today. Her speech decied our declining humanity. "*Have we stopped caring?*" she asked, rhetorically. "*Volunteering has declined.*" (Charitable) *donations have flat-lined.*"

continued on page 2



She claimed “it’s the TRUTH” that apathy is on the rise. The example she gave was from her own life: playing a videogame that encourages development of bacteria that cause a worldwide plague. She watched, gleefully, as the population of the world declined then exulted as it went to zero! “Didn’t bother me at all.”



Under FAIRness, she cited the First World’s delayed response to the Third World’s Ebola epidemic (not bacterial but viral this time). While it was knocking off Africans, the U.S. merely tisked. Only when it threatened to cross continents, the U.S. and Europe reacted.

“Caring is contagious.” Thus, BENEFICIAL. “If we can be taught to hate, then we can be taught to love.” GOODWILL results when love becomes inherent. It makes “Life worth living.”

After the applause, John presented Kelly Graham with a “winner’s” check, as only appropriate. Kelly Palmer noted, “It’s amazing how many people named ‘Kelly’ do well.” Then he called upon **Olin Jaye** to introduce the speaker, asking if he too was a Kelly? Olin minced, “I can be a Kelly if you want me to, big boy.” Then returned to his macho self to greet Ms. **Via**, “Hi, Jo!”

**Charles Gressle**, current CEO of *The Medical Center of Plano*, joined up in Nov. 2013 from the CEO position at the *Medical Center Dallas Hospital*. He has also been a Senior VP for HCA in its Denver offices. He began his career as a CNA and EMT paramedic, so



he knows health care from the bottom up. He and his wife have four children. Mr. Gressle is a trustee of the *DFW Hospital Council*. Olin concluded his remarks by saying how fond we all are of “*Plano General*.”

Ignoring that dated remark, Charles praised Olin for being Citizen of the Year AND agreeing to serve on MCP’s Board next year. Then he waded hip-deep into the miasma that is the Affordable Care Act (ACA) without once calling it *Obamacare*, a legacy from which, judging by Tuesday’s State of the Union Address, the President is not shrinking.

Charles pointed out that although ACA affects a mere 5-10% of healthcare clients, it “*dominates the discussion*.” The upshot is that, whereas there were many uninsured patients unable to pay for their medical services, ACA has ensured that more of them can now remunerate hospitals in compensation for resources used. So hospital stocks are on the rise, about 1/3 due to the fact that ACA allows the insurance indigents to foot their bills.

On the other side of the fence, *Blue Cross Blue Shield* has lost its shirt betting that the ACA-insured would consume services at historical rates. Instead, those with chronic conditions, brought about by years of neglect due to an inability to pay for medical services, are now costing BCBS millions more than their premiums bring in. Health Exchanges are losing money too.



As a result, many insurers are returning to the bad old days of Preferred Care Providers. Networks are narrowing to only discount medical provision. “UT Southwestern is *not accepting any exchange patients*.” Reimbursements for those fall below Medicaid payments! But insurers are scrambling to produce “*more options with lower price*.”

Canny employers are, instead of insuring their employees, passing out subsidies to permit workers to seek their own medical insurance options. Rates go up. Cigna, for example, needs “*margins to support its investors*,” so consolidation of companies is on the rise to create leverage (over providers, presumably). The dozen hospitals of HCA fights leverage with leverage. As their vision says, “*We are committed to the care and improvement of human life*.”

Charles crowed about expansion at MCP using a drone photo to encompass a new \$150M Critical Care campus.

**Lenny** asked about the bond ratings prior to ACA. Charles pointed out that the merger/acquisition fever was, in part, driven by bond downgrade to upgrade ratio of 3:1. But the ACA delayed that.

**Patti** asked if new patients meant “*hospitals are filling up*.” She was told there’s “*a lot more managed care*.”



Medicare payments permit hospitals to “break even or lose. Medicaid pays even less.” However, “we’re unique in the area.”



**Larry Flannery** noted that “you’re the only hospital (in the area) that pays taxes.” Charles admitted to paying \$11M in taxes but maintained, “it’s still a level playing field. There’s no advantage either way. The quality is the same or better.”

The bond rating of Presbyterian was depressed by their (mis)handling of that Ebola patient.

Patti Schwartz posited that perhaps we have “too many hospitals?” Charles agreed that elsewhere in Collin County, hospitals are closing, giving “us lots of their patients.” But it’s a lottery; “You make a killing on 1 in 10 patients.” For example, Doc-in-the-Boxes can survive “off of eight patients a day in emergency care.”

**Sainted Editor** pointed out he had but eight minutes to get to his press conference, and Charles wasted half of them explaining the new media’s frenzy over the successful delivery by a **54-year-old mother** of her own healthy granddaughter! (...via an implanted egg and copious hormones, her daughter being barren)

So VP for Business Development and City Councilman **Ben Harris** took over the reins. As Charles hurried out, Ben commented, “I just need to keep talking ‘til my boss gets out the door.”



Ben charged at flicker speed through the PowerPoint™, providing yet another **Death by 1,000 Statistics** moment. He pointed to MCP’s charity work with **Sarika Pride** (Principal of *Memorial Elementary*, our adopted school, of which Ben seemed unaware). He crowed about his “best ER” rating by “the few readers left to Plano Star Courier.” Ben touted the Level 1 Trauma Center and the fact that MCP is building a Neuro-Care Facility like that that rehabilitated gunshot victim and Representative **Gabby Giffords**.

He ploughed through various recognitions, designations, and awards as if pursued by the **Hound of Hell**, then he explained “I’m talking as fast as I can” to avoid the hook from Kelly AKA The **Hound of Hell**.

Someone cruel asked, “If that grandmother is not a U.S. citizen, could her granddaughter run for President?”

Ignoring the dilemmas of both **Trump** and **Cruz**, Kelly awarded Ben a Rotary Perpetual Paperweight, warning of its lethal effects upon electronics (and credit cards).

Randy Wright auctioned off a pair of tickets to the **Rover Dramawerks** production of *Four Weddings and an Elvis*, the opening night reception to which Randy and **Diana** sponsored. **Pam Little** won them with a \$75 donation to our Foundation.

Kelly noted a changed dues structure to be reviewed and voted (up or down) by members at a future date.

**Bruce Mr. Clean Glasscock** said that Plano had been voted “the #1 city in the U.S. to get a job!” He went on to note that *Fannie Mae* is to “consolidate to Plano.” And J.P. Morgan is bringing 6,000 jobs to the City.

After leading us in the Four-Way Test (John Caldwell teased Kelly Graham that she had surely memorized it), Kelly Palmer finally released us at 1:05.



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### Guest

Jeff Beckley  
Rick Grady  
Caroline Humphrey

### Guest of

Kelly Palmer  
Kelly Palmer  
Nancy Humphrey

### Visiting Rotarian

Jim Adams

### Home Club

Richardson Central



**Proposed Member:** Clay Curtis

**Proposer:** Kelly Palmer

**Classification:** Commercial Construction

Next Club Networking Social:  
TBD

Socials are held on the 4th Tuesday of each month at 5PM and will count as a Rotary make-up.

Please Contact Bob Pikna if you have suggestions for events.

Email: bpikna@bizsvcs.com or Phone: 214-417-1487

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