



# medicalmatters

A Quarterly Newsletter of the Pitt County Medical Society

Summer 2011

## PCMS 2011 North Carolina Medical Society Delegation Selection

PCMS is seeking members to serve as delegates to the North Carolina Medical Society. As you may know, one of the main responsibilities of our delegates is attendance at the NCMS Annual Meeting in Raleigh, NC at the Raleigh Marriott City Center.

This is the primary policy-making meeting of the NCMS. Key decisions will be made during this meeting, which will guide future actions of the NCMS. It is important that PCMS be well represented as these policies are being debated. The 2011 Annual Meeting is scheduled for October 21 – October 23, 2011 in Raleigh, North Carolina. The NCMS will host a general session that is open to all meeting attendees entitled “Practice Preparation for Health Information Technology – Know What You Don’t Know!” Please volunteer to be a delegate and help shape policy that will affect the practice of medicine in North Carolina.

Contact Karen Bean at the PCMS office 758.8833 or by email [kbeanpcms@earthlink.net](mailto:kbeanpcms@earthlink.net) if you are interested in serving as a member of our 2011 delegation.

North Carolina



Medical Society

Leadership in Medicine

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# mark your calendar for this event!



Fall Mini-Internship  
October 11 – 13, 2011

## pcms dues reminder—

.....  
It's not too late to pay your 2011 dues. Checks (made payable to Pitt County Medical Society) and credit cards are accepted. We can also bill your practice or department. Please contact us with questions or to renew your dues at 758-8833 or [kbeanpcms@earthlink.net](mailto:kbeanpcms@earthlink.net).

## Pitt County Medical Society Board of Directors

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We understand that people occasionally change their email addresses. If you have made any changes, please help us keep up with you by taking a moment to send us your current email address. Send to: [kbeanpcms@earthlink.net](mailto:kbeanpcms@earthlink.net)

## Natural sweeteners grow popular

(ARA) - Pink. Blue. Yellow. No, these are not just colors; these are sweeteners that dominate the sugar substitute market. More specifically, these are examples of artificial sweeteners that are favored by millions of Americans. A growing demand for choice, however, means there is a new group in the sweetener club — natural sweeteners.

Natural sweeteners are sweeteners derived from plants, fruits or vegetables and contain no artificial or synthetic components. Some are low in calories; some are not.

“For people looking for new ways to sweeten and enjoy their favorite foods, however, they can be a great option,” says nutrition expert, Registered Dietician, Molly Kimball. “They’re delicious and easy to fit into any lifestyle.”

Truvia®, a popular, zero-calorie natural sweetener. It’s the brand name for rebiana, a sweetener derived from stevia. The stevia plant was discovered over 200 years ago in

South America and has been used as a sweetener for more than three decades. The leaves are harvested, dried, and then steeped in fresh water in a process similar to that of making tea. This unlocks the best-tasting part of the leaf, which is then further purified for use in foods.

In line with recent food trends, consumers are demanding more natural products — naturally sweetened, naturally flavored and the like. Brands responded with lines of naturally sweetened goods.

It is impossible to walk down the grocery aisle and not see new, naturally sweetened varieties of well-known brands. Crystal Light Pure is sweetened with sugar and Truvia® rebiana, making it a great choice for someone looking for a naturally sweetened, low-calorie beverage. It contains 15 calories and 4 grams of sugar per 8 oz serving.

In the end, it all comes back to consumer choice and consumers are reaching for natural sweeteners.

# North Carolina Medical Society Says “Thank You” To Supporters of Medical Liability Reform in NC

Article by Robert W. Seligson, EVP/CEO of the North Carolina Medical Society from Bulletin North Carolina Medical Society



Monday, July 25, 2011 was a historic day in North Carolina. By a 74-42 margin, the North Carolina General Assembly overrode the Governor's veto of SB 33, clearing the way for medical malpractice reform to become law. This is a tremendous victory for the people of North Carolina and their physicians.

Senate Bill 33 – Medical Liability accomplishes the following:

1. Tackles excessive jury awards by capping non-economic damages.
2. Controls unnecessary medical testing by requiring that any liability claim arising from treatment of an emergency medical condition be proved by “clear and convincing evidence”.
3. Addresses the classic jury error of confusing bad outcomes with medical negligence by requiring juries to first determine if the physician was negligent before presenting evidence of the severity of harm.
4. Ensures that the right to appeal is preserved in cases of large jury awards by requiring the court to set appeal bonds based on consideration of relevant factors such as amount of policy limits and net worth of the defendant.
5. Cuts down on frivolous lawsuits by requiring the pre-litigation reviewing expert to review all of the reasonably available medical records.
6. Restores fairness to claims of medical negligence made on behalf of minors by requiring such claims to be brought in a more timely manner.

This huge victory can be attributed to teamwork involving the entire medical and business communities. First, we would like to thank the General Assembly for carefully crafting, debating and ultimately passing the most meaningful piece of medical liability reform in our state's history, which will benefit the entire state by saving health care dollars, improving access to care and minimizing frivolous lawsuits.

We realized it is impossible to list every organization and individual that has contributed to the ultimate success of medical liability reform in North Carolina. Please allow us just to say “thank you” to all of the individuals and organizations that contributed their time, money and other resources to this effort.

We are especially grateful for the work of the component medical and specialty societies, the medical group managers, hospitals, nursing homes, chambers of commerce and other business organizations, all of whom put forth special efforts to make medical liability reform a reality.

When you look back upon the passage of this bill, we can say without hesitation that this coalition of the medical and business communities was successful because of the individual members that engaged on behalf of their organizations. If you made a phone call, wrote a letter, encouraged a peer or met with a legislator – YOU made this happen.

With heart felt appreciation, we say to you, “Thank you”.

## Nominate a Nurse!

(ARA) - Nursing is one of the most important professions in this country, and it needs our help. Over the past decade, the United States has experienced a profound shortage of nurses, the national vacancy rate for registered nurses (RN) still stands at more than 4%. Consequently, long term programs to support the profession are crucial. Concerted, coordinated efforts are required to support nurses and nursing education.

The Johnson & Johnson Campaign for Nursing's Future is honored to sponsor a national contest that spotlights the important role that nurses play in our communities. The "Amazing Nurses" contest provides an opportunity for patients, their families and communities to celebrate individual nurses and their dedication to healing. Anyone can nominate a nurse who has had a significant impact on their or a loved one's life by going to <http://www.facebook.com/jjnursingnotes>. The contest can also be followed via Twitter at hashtag #thankanurse.

The winning "Amazing Nurse" and a guest will receive a trip to Los Angeles, to attend the 2011 CNN Heroes: An All-Star

Tribute Show this December. The winner will be featured in a commercial on CNN, sponsored by Johnson & Johnson.

"We've long supported nurses through awareness initiatives, local education and appreciation programs, and 'Amazing Nurses' is yet another example of a terrific program that we can all participate in to provide the national recognition so richly deserved by the countless hardworking and devoted American nurses," said Andrea Higham, Director of The Johnson & Johnson Campaign for Nursing's Future.

The Campaign for Nursing's Future, established by Johnson & Johnson in 2002, is a national initiative to enhance the image of the nursing profession, recruit new nurses and nurse faculty and help retain nurses currently in the profession. For nearly a decade, The Campaign for Nursing's Future has worked in cooperation with professional nursing organizations, schools, hospitals and other healthcare groups to promote opportunities in nursing and increase awareness of the value of the nursing profession. "Amazing Nurses" extends these efforts by going well beyond congratulating nurses in general to acknowledging that individual nurses must also be recognized and appreciated by their families, patients and communities.

## A Multi-Disciplinary Approach to Managing Pain

Pain is complex and affects people in different ways. Each individual pain experience is unique. At Eastern Carolina Pain Consultants, we believe everyone deserves a life free from the suffering of chronic pain. Our multi-disciplinary team of board certified medical professionals is trained to treat and manage pain. We're one of eastern NC's most advanced pain management practices with a history of superior care. If any of your patients are suffering from chronic pain, our team can help.



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Happiness is a butterfly, which, when pursued, is always just beyond your grasp, but which, if you will sit down quietly, may alight upon you.

-- Nathaniel Hawthorne



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# Eastern Radiologists Helps Ensure Solid Foundation for Radiology Research

With a donation of \$10,000 Eastern Radiologists, based in Greenville, North Carolina has led the way in improving patient care, diagnosis and treatment with their support of research and education in radiology for a fifth consecutive year. Eastern Radiologists' contribution to the Radiological Society of North America's (RSNA) Research & Education Foundation will be used to fund discoveries in CT dose reduction, breast cancer diagnosis and treatment, pediatric brain tumors and new methods of cancer detection.

The R&E Foundation's Visionaries In Practice (VIP) program is a way for medical imaging practices to give back to their patients and their community. Research being funded at major medical institutions enables new treatments in their community — looking out for future patients by supporting valuable research and development. VIP professionals recognize the critical need to deliver funding to the brightest ideas in radiology.

“The professionals at Eastern Radiologists truly are visionary in their support of the future of Radiology and the medical imaging sciences,” said Theresa C. McLoud, M.D., chair of the R&E Foundation's Board of Trustees. “They are helping to ensure that our patients benefit from the latest discoveries and techniques in the years to come.”

“Eastern Radiologists is proud to support basic and clinical research in radiology. This research ultimately improves the lives of our patients and the level of medical care in eastern North Carolina. While Eastern Radiologists is actively involved in medical research locally, participation in the RSNA R&E Foundation Visionaries in Practice (VIP) Giving Program allows us to support groundbreaking research projects at institutions across the country,” said Brian S. Kuszyk, M.D., of Eastern Radiologists.

Since its inception in 1984, the RSNA Research and Education Foundation has awarded more than \$30 million in grant support to more than 800 investigators.

Each dollar granted by the Research and Education Foundation typically results in an additional 30 dollars' worth of grant awards from other research organizations, such as the National Institutes of Health (NIH).

Eastern Radiologists, Inc. (ERI) is one of North Carolina's most advanced radiology practices with a history of superior medical care beginning over 50 years ago in Greenville, NC. With the largest staff of radiologists in eastern North Carolina, ERI offers unparalleled subspecialty expertise and experience, rendering diagnoses on greater than 850,000 examinations per year. For more information about ERI, visit [www.easternrad.com](http://www.easternrad.com) or call 252-752-5000.

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The RSNA R&E Foundation provides grant awards to advance radiologic research, education and practice. Learn more at [RSNA.org/Foundation](http://RSNA.org/Foundation).

RSNA is an association of more than 46,000 radiologists, radiation oncologists, medical physicists and related scientists committed to promoting excellence in radiology through education and by fostering research, with the ultimate goal of improving patient care. Find more information at [RSNA.org](http://RSNA.org).

## Worst “People Foods” for Pets

There are some plant foods that are toxic to pets, so you will want to be familiar with what to avoid and even prevent access to. If you are unsure, check with your vet to make sure that your planned treats are not going to be harmful to your pet.

**Grapes** and **raisins** contain chemicals toxic to dogs

**Garlic** and **onions** have chemical properties that can be toxic and even life threatening to dogs and cats

**Tomatoes**

**Avocado**

**Mushrooms**, particularly wild mushrooms

**Fruits with pits**, such as peaches, cherries, and plums, in some cases the pit can be toxic or can simply present a choking hazard

**Nuts**, particularly macadamia nuts, are toxic to pets

Read more: <http://www.care2.com/greenliving/best-and-worst-people-food-for-dogs-and-cats.html#ixzz1Y8pcaD52>

## NC Division of Vocational Rehabilitation Seeks Local Physician

The NC Division of Vocational Rehabilitation is seeking a local physician in the Greenville area to contract with on a part-time basis to consult with the Division’s Rehabilitation Counseling staff. The physician will assist staff in interpreting medical information for those applying for vocational rehabilitation services. This contract would be for four (4) hours per month at \$100/hour. The Division typically contracts with doctors practicing in Internal Medicine, Psychiatry, Orthopedics, or General Medicine. For additional information, please contact Billy Ross at 252-830-8560, or Jim Swain at 919-855-3598. Information about the Division can be found at <http://www.ncdhhs.gov/dvrs/>.



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**Greenville MRI**

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8 Doctors Park, Greenville  
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**Eastern Radiologists/Washington**

630 E. 11<sup>th</sup> Street, Washington  
8:00am – 5:00pm, M-F

All Radiologists are Board Certified by the American Board of Radiology  
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# 12 Top Vegan Iron Sources

If you are a vegan, what is the first argument you hear from meat-eating advocates? Well the sarcastic ones might say something about plants having feelings too, but the most popular rebuttal usually has something to do with iron. And yes iron is an essential mineral because it contributes to the production of blood cells. The human body needs iron to make the oxygen-carrying proteins hemoglobin and myoglobin. But just because you don't eat meat doesn't mean you're going to wither away with anemia.



However, anemia is not something to be taken lightly. (Although I realize I just did.) The World Health Organization considers iron deficiency the number one nutritional disorder in the world. As many as 80% of the world's population may be iron deficient, while 30% may have iron deficiency anemia. The human body stores some iron to replace any that is lost. However, low iron levels over a long period of time can lead to iron deficiency anemia. Symptoms include lack of energy, shortness of breath, headache, irritability, dizziness, or weight loss. So here's the iron 411: how much you need, where you can get it, and tips to maximize its absorption.

**Iron Requirements** — The Food and Nutrition Board at the Institute of Medicine recommends the following:

## Infants and children

- Younger than 6 months: 0.27 milligrams per day (mg/day)
- 1 to 3 years: 7 mg/day
- 7 months to 1 year: 11 mg/day
- 4 to 8 years: 10 mg/day

## Males

- 9 to 13 years: 8 mg/day
- Age 19 and older: 8 mg/day
- 14 to 18 years: 11 mg/day

## Females

- 9 to 13 years: 8 mg/day
- 19 to 50 years: 18 mg/day
- 14 to 18 years: 15 mg/day
- 51 and older: 8 mg/day

## Non-animal iron sources:

Eating red meat and organ meat are the most efficient ways to get iron, but for vegans, obviously, that's not going to happen. Here are 12 plant-based foods with some of the highest iron levels:

Spirulina (1 tsp): 5 mg	Cooked soybeans (1/2 cup): 4.4 mg
Pumpkin seeds (1 ounce): 4.2 mg	Quinoa (4 ounces): 4 mg
Blackstrap molasses (1 tbsp): 4 mg	Tomato paste (4 ounces): 3.9 mg
White beans (1/2 cup) 3.9 mg	Cooked spinach (1/2 cup): 3.2 mg
Dried peaches (6 halves): 3.1 mg	Prune juice (8 ounces): 3 mg
Lentils (4 ounces): 3 mg	

## Tips to get the most iron out of your food:

- Eat iron-rich foods along with foods that contain vitamin C, which helps the body absorb the iron.
- Tea and coffee contains polyphenols, which can bind with iron making it harder for our bodies to absorb it.
- Calcium hinders absorption of iron; avoid high-calcium foods for a half hour before or after eating iron-rich foods.
- Cook in iron pots. The acid in foods seems to pull some of the iron out of the cast-iron pots. Simmering acidic foods, such as tomato sauce, in an iron pot can increase the iron content of the brew more than ten-fold. Cooking foods containing other acids, such as vinegar, red wine, lemon or lime juice, in an iron pot can increase the iron content.

# Health Happenings Update

*These events may be of interest to physicians, staff or healthcare professionals:*

**8th Annual Eastern Regional Trauma Symposium**  
**Hilton, Greenville, NC**  
**September 30, 2011**  
**252-744-5208**

**Recent Developments in Internal Medicine**  
**Sheraton, Atlantic Beach, NC**  
**October 6 – 8, 2011**  
**252-744-5208**

**17th Annual Eastern Regional Cardiovascular Symposium**  
**Hilton, Greenville, NC**  
**October 26, 2011**  
**252-744-5208**

**Echocardiography Symposium**  
**East Carolina Heart Institute**  
**115 Heart Boulevard, Greenville, NC**  
**November 4, 2011**  
**252-744-5208**

## Internal Medicine or Family Practice Physician (teen/adult care only) needed in Greenville

Full-time or part-time (M,W,F). Outpatient care only. Competitive salary and benefit package. Patient schedule volume average 20-25 per day, sometimes up to 27 during the cold and flu season. Please send CV to [mrcnac@suddenlinkmail.com](mailto:mrcnac@suddenlinkmail.com) or fax to 252-830-2042, attention office manager. Include your salary requirements.



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## Welcome Brody School of Medicine Class of 2015

The Pitt County Medical Society warmly welcomes the Brody School of Medicine Class of 2015 — 78 young men and women from across North Carolina.

A few statistics will describe these eager individuals...

**All the students are from North Carolina**

**They have undergraduate degrees from 24 different colleges and universities.**

**15 are East Carolina University Graduates**

**They range in age from 20 to 41**

**40 Women and 38 Men Comprise the Class**

The students are represented on the PCMS Board of Directors by a 2nd or 3rd year medical student. PCMS congratulates them on their achievements!

## **Pitt County Medical Society Welcomes New Members**

Matthew A. Collins, MD — Eastern Urological Associates, PA

Kristel Jernigan, MD — Eastern Nephrology Associates, PLLC

David H. Ryan, MD — Physicians East, PA – Greenville Women's Clinic

## **Medical History Interest Group Lectures**

**Monday, September 26, 2011**

**“Hookworm History and Soils in NC:**

**Massive Infection and Intervention 1910-1915”**

Alice Anderson, PhD, Associate Professor, Dept. of Health Education and Promotion

**Monday, October 24, 2011**

**“African American Health Care Providers in the Civil War”**

David Dennard, PhD, Associate Professor, Dept. of History;  
Director of the African and African American Studies Program

**Monday, November 28, 2011**

**“A History of Twin Studies”**

Charles Boklage, PhD, Professor, Pediatrics

Medical History Interest Group Lectures are held on Mondays at 4:30pm,  
4th floor Evelyn Fike Laupus Gallery of the Laupus Library. Refreshments provided.  
For directions, visit: <http://www.ecu.edu/cs-dhs/laupuslibrary/maps.cfm>

Lectures are sponsored by the Laupus Library History Collections and the  
Department of Bioethics & Interdisciplinary Studies.

Lectures may be audio and/or videotaped.

## Secrets to Slowing Aging

There are lots of wake-up calls that we're getting older... we can't make it up the hill without stopping for breath, or we misplace things, or names. **No whining!** There are also lots we can do to slow the aging process.

Kelly Traver, physician/professor at Stanford University and author of *The Program: A Brain-Smart Approach to the Healthiest You* says, "A few simple lifestyle changes and you can look ten years younger, feel better, and get your energy back." Let's get started!

- **Add a sport or physical activity to your regimen.** Physical activity requiring coordination stimulates the connections between neurons, juicing brain circuitry.
- **Have more sex.** Researchers in Scotland concluded that regular sex slows the aging process. It makes you feel close to your partner and gives you that Zorba-like zest for life. There's a physical effect as well. The body secretes the hormone DHEA, linked to weight loss and muscle strength. DHEA production declines with age, so; regular sex may be one way to prevent that decline. For women, sex releases the oxytocin to help moderate mood

swings; for men, sex stimulates testosterone production, its decline is linked to a host of aging-related issues.

- **Don't smoke.** Smoking narrows blood vessels leading to dry, papery skin and accelerating wrinkling.
- **Sleep more.** Sleeping fewer than eight hours a night packs on pounds and ups your risk of diabetes, heart attack, and stroke.
- **Revamp your skin care.** Skin doesn't refresh itself as well as we get older. Use a prescription-strength vitamin A-derived retinol cream, to stimulates skin cell turnover. Also, protect your skin from UV damage by wearing a moisturizer with SPF 30 or more every day, rain or shine.
- **Take fish oil supplements.** Their omega-3 acids DHA and EPA provide one of the best ways to halt physical and mental decline, by preventing aging at the cellular level.
- **Cut down on drinking.** Alcohol is as a neurotoxin and has an oxidizing effect on body tissues. Over time, high alcohol intake causes weight gain and memory loss, increases the risk of diabetes, and leads to flushing, rosacea, and burst capillaries in the skin.
- **Check your thyroid.** The thyroid regulates the metabolic system, so if it's out of whack it can cause many problems.

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Contact us...

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252.758.8833 — [www.pittcountymedicalsociety.org](http://www.pittcountymedicalsociety.org)

**Karen Bean** — Executive Director, PCMS  
[kbeanpcms@earthlink.net](mailto:kbeanpcms@earthlink.net)

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Reminder—  
An AED is always available for any group in the  
community to use for a special event at no charge.  
Contact PCMS to check it out or for purchase  
information.... 252.758.8833.

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## Questions? Contact the Member Resource Center

Do you or your staff have questions and  
do not know where to turn?

Visit the NCMS Member Resource Center  
website at [www.ncmedsoc.org/faq](http://www.ncmedsoc.org/faq) to search  
the online questions and answers.

If you can't find what you are looking for, use the  
online form to submit a question to the Member  
Resource Center. The Member Resource Center  
staff will research your question and contact you  
back to assist you.

Your time is valuable, and the NCMS is your  
source for information when you need it... **FAST!**