



The Bettendorf Rotary Club News

Sept 5th, 2007. *Guests Welcome at our next meeting
Weds., Sept. 12, Noon at the Fortune Garden*

**FEATURING: Richard L. Bartsh, M.D., CEO of United
Healthcare of Iowa and Central Illinois**

Dr. Bartsh will speak about current healthcare policy issues including costs and access. Dr. Bartsh has been President of United Healthcare Services Company of the River Valley, Inc. United Healthcare retained Dr. Bartsh as CEO when Deere & Co. sold its John Deere Health insurance unit for \$500 million in a 2006 stock transaction. While John Deere Health enjoyed a good reputation in the community before the merger, Dr. Bartsh inherited substantial subsequent adverse national publicity baggage by United, principally in two arenas:

First is an ongoing highly charged legal contest with United on the one hand, and both the American Medical Association and individuals covered by group plans purchased either by companies or individually. Simply put, United attracted many employers to sign on as it advertises that if a sick employee needs care by specialty out-of-network doctors, its various policies pay a percentage, typically 80% of the charges on the medical bills the worker gets up to a certain maximum, then all of the charges beyond that maximum to a high limit. However, patients and the AMA charge that when it actually comes time to pay, United picks a highly, nearly grotesquely self-serving notion of what medical bills “customarily are”, then pays 80% of that – leaving the sick patient to face a both a futile United appeals process on the one hand, and their doctor’s bill collection agency looking for the balance on the other. One case involving Dr. Bartsh’s Alma Mater, Mayo Clinic, left a sick patient who was reassured all was covered as advertised prior nevertheless faced Mayo’s collection agencies for 80% of Mayo’s bill, having exhausted United appeals all told receiving only 20% claims payment from United. The Sept. ’07 Consumer Reports Magazine rates United 11th from the bottom in PPO insurers, with local competitors Wellmark of Iowa 9th from the top, and Blue Cross of Illinois 3rd from the top.

The second PR challenge inherited by Dr. Bartsh was raised by CNN, Fortune Magazine, and the Wall Street Journal last year to do with charges that United’s overall CEO, William McGuire craftily backdated stock-options that would compensate Mr. McGuire between \$1 and \$1.6 Billion (with a ‘b’) dollars depending on United’s stock price at the time. McGuire’s additional annual \$124 million compensation amounts to the salary of 833 doctors, or the cost of running a community hospital for a year. In response, last year Mr. McGuire announced he and his co-executives would not accumulate further options for an unspecified interval.

“Costs have increased for a variety of reasons so there’s no one solution to control cost increases”, said Dr. Bartsh to Paul Swiech this June. Paul is a reporter for a chain of central Illinois newspapers. He added “consumer-driven health plans — such as health savings accounts — require employees to pay more upfront. They encourage employees to protect their health and to ask more questions about prescriptions, treatments or tests and specialist recommendations.”

Dr. Bartsh said patients need to ask questions such as: “Is generic available? Will that test change what you will do for me? Is Dr. Smith the best doctor for this surgery? What are his outcomes? What is the cost?” He encourages patients to consult friends, colleagues, nurses and doctors whom they trust.

Announcements:

Dick Schillig: Thanks Bettendorf Rotary for making this "Run with Carl" a tremendous day!



This 13th race had a record 1,321 participants, and 47 Sponsors, with Rotary leading the way along with 22 bronze, 8 silver, 11 gold, 4 major media and one presenting sponsor.

785 folks ran the 5K race (won by Ben Lloyd and Michelle McMurray), 398 ran the 5 mile race (won by David Bailey and Anne Martin), 91 ran the 1 mile, and 46 the half mile. 680 women, 640 men between the ages of 2 and 80 ran – supported by 36 Rotary race working volunteers.

The after-race party munched through 10 cases of bananas, 2 bushels of apples, 162 dozen cookies, 50 dozen bagels, 60 gallons of Starbuck's Coffee and 3 entire pallets of bottled water!

Only 362 days until the next "Run with Carl"!

*From Mr. Brian Kennedy,
program chairman--*



Upcoming Featured Speakers

- 9/19 Club Golf Outing – No noon meeting, meeting moved to Dinner at Palmer Hills
- 09/26 Mike Freemire, Mayor of Bettendorf (2nd in Mayor's series)
- 10/03 Iowa Secretary of Agriculture Bill Northey.
- 10/31 Sister Joan Lescinski, CSJ, PhD, incoming President, St. Ambrose University

Please use this news!

*Invite prospective new
members who might
appreciate our speakers.*

Only \$8 per visitor, payable at
the door.



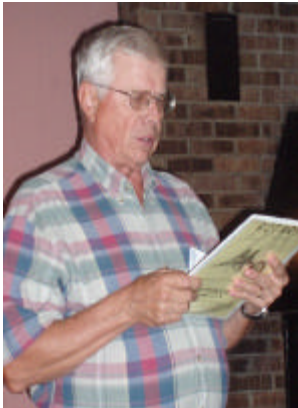
Decker Ploehn Accepts Paul Harris Fellow Award

Rotary Foundation Chairman S. K. Nanda (above, right) presented Decker Ploehn with a Paul Harris pin with one Sapphire. This award is in recognition of Decker's \$1,000 donation to support the educational and humanitarian programs of the Rotary Foundation's Annual Programs fund. President Lisa Brown recognized Decker's dynamic standing and added her warm congratulations.



**Meeting Review Noon,
Sept 5, 2007, the Fortune
Garden. Presiding:
President Lisa Brown**

President Lisa opened the meeting in a moment of silent reflection in support of our troops overseas and those noted by the membership who suffer, and for world peace and fellowship. Mark Ross relayed Gerry McClure is out of the hospital in MN, see Lisa for the address.



Joe Douglas took over ‘The Grand Baton’ to lead the Rotary Grand Pops Choir and Orchestra, which featured over 100 strings (*even if they are all inside Bernie’s piano*) presenting ‘Give My Regards to Broadway’, ‘When you wore a tulip’ and the meeting opener: ‘My Country ‘tis of Thee’.

Lora Adams presented “The News”. Lora is chief development officer at WQPT, saying the station organized a ‘Dog Patrol’ WWII era airplane fly-in Saturday at the Mt. Joy airport as a way to find veterans to interview for a Quad-City-focused documentary about World War II. “In World War II, everyone was involved,” Adams aid. “It’s the last time we, as an entire country, have been asked to sacrifice.” “We talk about the greatest generation,” she



Sergeant-at-Arms Duncan Cameron collected \$ 122 for our foundations. Duncan said “I got a new Lexus and the salesman explained that the radio was voice activated. "Watch this!", he said, Nelson"! The Radio replied, "Ricky or Willie?" "Willie!," he continued and ‘On The Road Again’ came from the speakers.

Then he said, "Ray Charles!", and in an instant ‘Georgia On My Mind’ replaced Willie Nelson. I drove away happy, and for the next few days, every time I’d say, "Beethoven," I’d get beautiful classical music, and if I said, "Beatles," I’d get one of their awesome songs. Yesterday, a couple ran a red light and nearly creamed my new car, but I swerved in time to avoid them. I yelled, "Stupid Jerks!" (*ah, well, not an exact quote – ed.*)

Immediately the French National Anthem began to play, sung by Jane Fonda and Barbara Streisand, backed up by Michael Moore and The Dixie Chicks, with John Kerry on guitar, Al Gore on drums, Dan Rather on harmonica, Nancy Pelosi on tambourine, Harry Reid on spoons, Bill Clinton on sax and Ted Kennedy on scotch. I LOVE this car!"

added.
“There’s a reason for that.” The documentary airs for the first time on WQPT, at 7 p.m. Sept. 23.

**Chuck “Progress begins with dreams” Mooney,
Secretary Reports:**



- ❖ Visiting Rotarians:
Tom Torrey, Rock Island, Outdoor Advertising
Terry Westbrook, East Moline, Banking
John Slover, Rock Island, Attorney
Walt Bredbeck, North Scott, Utilities

- ❖ Guests:
Todd Ashby with Mike Freemire, Paul Magnuson with Lora Adams



**Rotary Meeting
Make Ups:**
Duncan Cameron
@ North Scott,
A.J. Perisho @
North Scott, At
today's Golf
Outing/Steak Fry
committee
meeting . Lisa
Brown, Linda
Miller, Joe
Douglas, Laurie
Dobesh, Tom
Ahlstrand, Ralph
Heninger, John
DeDoncker, Dick
Schillig, Jim

Spelhaug, Todd Larsen, Frank Mitvalsky, Duncan Cameron, Ron Essner, Decker Ploehn, S.K. Nanda, Lora Adams, Steve Habenicht, Ken Vandersnick, Chuck Mooney.

Missing today: Anderson, Atnip, Ball -3, Bowe -2, Calabrese, Callihan -7, Chambers, Clow, Coley, Downing, Ellstrom -2, Gallagher -2, Hassel, Hyder -9, Ingleby -9, Kappeler, Kennedy, Koos -5, Koehler, LeBeau, Loweth -4, Lucas, McWilliams, Ross, Spyrow -7, St. Laurent -2, Voigt -9, Worley -4.

Make up a meeting at nearby Rotary Clubs:

Monday, noon.....Davenport The Outing Club
Monday, noon.....Moline-Calvary Church of the Quad Cities
Monday, 6 pm.....QC Illinois-Moline Club
Tuesday, 7:15 am..... River Cities-Brothers Rest. Rapid City
Tuesday, noon.....Rock Island - QC Botanical Ctr.
Wednesday, noon.....Bettendorf-Fortune Garden
Wednesday, 5 pm.....Mini Meet-Lunardi's
Thursday, 7 am.....IA Quad Cities-The Lodge
Thursday, noon.....East Moline-Christ United Methodist Church
Thursday, noon.....Milan-Milan Community Center
Friday, noon.....North Scott-Steeplegate Inn

This week's featured speaker was introduced by President Lisa Brown:

**Bruce Carter, Director of Aviation,
Quad City International Airport**

Bruce's presentation began with a photographic history of the QC Airport, with old photos of the original 1954 airport terminal building, where he noted security consisted of a waist high gate keeping folk a few feet away from the airplane until it parked. The terminal was upgraded in 1984, and now in its present form has 12 gates in two concourses with state-of-the-art security, shops, cafes and free wireless internet access.

The airport spans 2200 acres, and had a budget of \$6 million in '06, \$4m in '05 and '04, adding to a total of \$23 million in the past 6 years.

On tap for the airport is a \$2.9 million dollar parking lot expansion, adding 388 new spots.

Carter announced that August looks like it is going to top July record for being the new, all-time best month in the history of the airport for passenger boardings. Statistics show that July '07 boarded 46,825 travelers, +4,167 over July of 2006.

Most exciting was Bruce's expectation that the many enhancements to the airport's facilities and demonstration that most QCA flights are 90% of capacity will encourage the airlines to add direct non-stop service to Milwaukee, Phoenix, Kansas City and Washington D.C.'s Reagan airport over the next three years or so.



65% of the cars in the airport parking lot bear Iowa plates (mostly Scott county), while 30% have Illinois plates and the rest are from all over, with quite a few from Wisconsin. Bruce explained that Airtran specifically along with the other airlines draw folk from quite a distance both for lower fares and better connections.