

Speaking of Health

EXCLUSIVELY FOR PARTICIPANTS IN ACP's COMMUNITY SPEECH PROGRAM

VOL. 2, NO. 2 / SPRING 1999

What is an Internist?

To stimulate audience thinking about the subject and serve as an ice-breaker lead into the Community Speech, the "What is an internist?" card was developed. Speakers have the option to use the card which is distributed before they speak or to select another way into their opening remarks.

Perhaps no one has made better use of the card than Dr. Mark Schor, whose practice is located in Lake Worth, Fla. Although, generally, many responses are amusing and indicate a lack of knowledge about the role of the internist in medicine, when Dr. Schor addressed 100 members of the Covered Bridge Men's Club, he said, "This is a group of people retired from successful careers. They are bright and well informed about health care. Unlike the general population, most did know what an internist is, although most still don't know that it's a specialty."

Here are a few of the responses from the Covered Bridge Men's Club whose comments indicated a sense of humor and some sarcasm:

- "One who is expert in all the internal organs - including heart, lung, stomach, intestines, bladders, etc."
- "A diagnostician who flunked out of dental school."
- "Hopefully to find what the person is ailing from."
- "A doctor who makes sure that you have insurance before he talks to you."
- "A doctor qualified to examine and prescribe on any part of the adult body."
- "All around general physician - to be good, has to be Board Certified."
- "An M.D. that takes patients with all types of general medical problems and, if needed, sends the patient to a specialist."
- "A graduate doctor who spends his term in a medical institution (hospital) to acquire experience through practice."
- "Diagnoses illness and recommends treatment and treats if he can."
- "An internist is a Doctor for Adults." □

All A-Schor Who Are Coming To Schor – the Cry in Florida!

Lake Worth, Florida

Mark Schor, M.D., F.A.C.P., has enthusiastically embraced the ACP-ASIM Community Speech Program, by delivering nine talks during the first quarter of this year.

With the addition of his initial speech back in December, he is leading the competition for the 1998-99 Speaker-of-the-Year Award with ten.

Driving this Austrian-born internist is his belief in the program. "It is true," he told *Speaking of Health*, "that the public has no idea of what an internist is and are very interested in information on prevention."

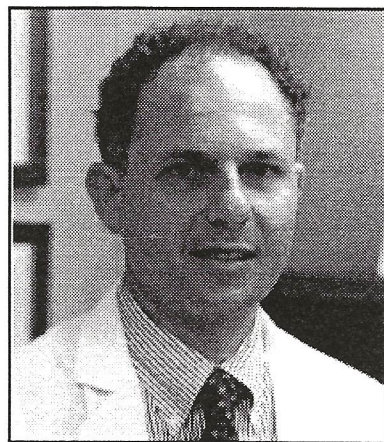
Dr. Schor has found that a variety of organizations and retail establishments are interested in having him speak. "Bookstores, gyms and senior citizen groups are generally, but not always, receptive to having a well-credentialed physician speak.

"Some see it," he said, "as good marketing for them. It is also good and very inexpensive marketing for myself."

Several people have made appointments as a result of his talks, as well as several others because of a website he maintains and mentions during his presentations.

He is prepared to speak almost any time of the day. Recently, he addressed some 100 members of the Covered Bridge Men's Club during its regular monthly breakfast. Consisting mainly of retired men in their 70's and 80's, he found a relaxed atmosphere, camaraderie and a sincere interest in health.

INTERNAL MEDICINE
DOCTORS FOR ADULTS



Mark Schor, M.D., F.A.C.P.

Dr. Schor currently writes a regular column in the Covered Bridge Men's Club's newsletter.

He has modified the sample speech and retitled it, Preventive Care for Adults, commenting, "That title seems to get more interest from places that sponsor the talk."

He has made up some slides on preventive care using Microsoft PowerPoint and together with the new speaker kit slides on overweight/obesity, feels he has a good library of visual aids.

His website — which can be accessed at www.DrSchor.com — is titled, "Welcome to 'The Doctor is In.'" It is an interactive website in which he invites people to try such free features as the Body Mass Index (BMI) Calculator and/or request medical information that can be sent by e-mail. He responds to the medical questions, while a registered dietician answers questions about nutrition.

He offers a variety of guides on such subjects as prescription medicine, health plans and diet. He also offers a direct link to the ACP-ASIM website.

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SPEAKING TIPS

Speakers leafing through their speech binder might recall the quotation: "The human brain is a wonderful thing. It starts working the moment you are born, and never stops until you stand up to speak in public."

Speaking of Health contributor Lenny Laskowski, president of LJI Seminars, comments on the anxiety problem in this issue.

The most important suggestion he can make to overcome speaking anxiety, he says, is preparation. "I like to think of it as the 9 P's," he states: Prior Proper Preparation Prevents Poor Performance of the Person Putting on the Presentation.

He offers 10 steps to reduce speech anxiety:

1. **Know your room** - become familiar with the place in which you will speak. Arrive early and check out the room from all angles.
2. **Know the audience** - If possible, greet some of the people as they arrive and chat with them. It is easier to speak to 'a group of friends.'
3. **Know your material** - Practice your speech and revise it until you can present it with ease and confidence.
4. **Learn how to relax** - Sit comfortably with your back straight. Breathe in slowly, hold your breath for four to five seconds, then slowly exhale. Relax your facial muscles.
5. **Visualize yourself speaking** - Imagine yourself walking confidently to the lectern as the audience applauds. Imagine yourself speaking, your voice loud, clear and assured. When you visualize yourself as successful, you will be successful.
6. **People want you to succeed** - All audiences want speakers to be interesting, stimulating, informative and entertaining. They want you to succeed - not to fail.
7. **Don't apologize for being nervous** - Usually your nervousness does not show. Even if you are nervous, don't mention it or apologize for any problems you think you have with your speech. No one will notice unless you call their attention to it.
8. **Concentrate on your message** - not the medium - Your nervousness will dissipate if you focus your attention away from your anxieties and concentrate on your message and the audience.
9. **Turn nervousness into positive energy** - the same nervous energy that causes stage fright can be an asset. Harness it and transform it into vitality and enthusiasm.

SPEAKER SCORECARD

(As of March 31, 1999)

Most talks:

Dr. Mark Schor	10
-Lake Worth, Fla.	
Dr. Gail Mullen	8
-Mt. Vernon, Ill.	
Dr. David Jones	2
-Mexico, Mo.	
Dr. Wael Salman	2
-Owosso, Mich.	

Most people addressed:

Dr. Mark Schor	250
Dr. Mark Lee	220
-Scottsdale, Ariz.	
Dr. Bruce Chamberlain	100
-Provo, Utah	

10. **Gain experience** - Experience builds confidence, which is the key to effective speaking. Most speakers find their anxieties decrease the more they speak.

For more on speech anxiety and other speaking tips, Lenny Laskowski can be contacted as follows: E-mail: simply@ljlseminars.com; Tel: (toll free) 800-606-4855 or LJI Seminars, 106 Schoolhouse Rd., Newington, CT 06111-4002. □

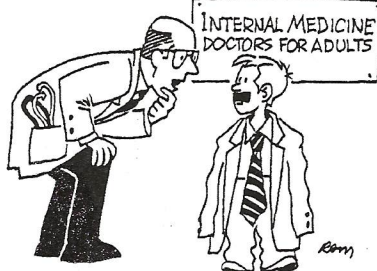
Speaking of Health

FOR MEMBERS OF THE ACP-ASIM COMMUNITY SPEECH PROGRAM*

Russ Wilks, Editor

ACP-ASIM Community Speakers are invited to send comments and suggestions of interest to fellow speakers to Russ Wilks, *Speaking of Health*, PO Box 838, Carmel Valley, CA 93924; Fax: (831) 659-0784 or E-mail: RWilks3913@aol.com

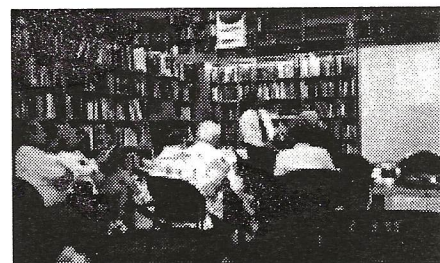
*A national public education program sponsored by The American College of Physicians-American Society of Internal Medicine with support from The American Board of Internal Medicine Foundation



"MAY I SEE SOME PROOF OF AGE, PLEASE"

ALL A-SCHOR...

(Continued from Front)



Dr. Schor speaks on "Preventive Care for Adults" to a gathering of 20 adults at a Borders Bookstore in Florida.

With several additional speaking engagements scheduled, it is clear that Dr. Schor is going to be one of the program's best advocates.

Dr. Schor is a resident of nearby Boynton Beach. He is a graduate of Boston University and earned an M.A. in chemistry from Brandeis. He earned his medical degree at St. Louis University and was in residency at Tufts University Hospital. He served a Fellowship at Baylor College of Medicine, Houston, in pulmonary medicine.

He recently was elected as a Fellow of the College. □

Deadline Nears For Award Entries

Deadlines for the 1998-99 ACP-ASIM Community Speaker-of-the-Year Award program are fast approaching. To be eligible for College recognition, speeches must have been presented from the inauguration of the program through June 30, 1999. Reports of the speeches must be received by the ACP-ASIM Speaker Service Center by July 31, 1999. Reports must be filed for authentication purposes.

The Report Forms should be faxed to: The ACP-ASIM Community Speech Service Center at (847) 566-9941 or mailed to the center at PO Box 913, Mundelein, IL 60060-9956.

The 1998-99 Speaker-of-the-Year winner will be honored with a trophy and a certificate. Special merit certificates also may be awarded to those who distinguished themselves through their participation in the program.

As this issue's 'Speaker Scorecard' indicates, it seems to be a two-person race between Mark Schor, M.D., F.A.C.P. of Lake Worth, Fla. and Gail Mullen, M.D., of Mt. Vernon, Ill. More than 200 internists are enrolled in the speaker program with more signing on every week.

(Ed note: Could there be a 'dark horse' pounding down the backstretch?) □