



**Strategy for the Specialty  
of Anesthesiology III:**

# **Lessons from Military History**

Medina  
Care 

## Where are the limits of retreat?

Anesthesiology has been retreating from its domains for most of the last fifty years at the expense of other specialties. In several Western countries it faces competition from cheaper substitutes such as nursing. The argument that anesthesiologists offer better quality of care than specialized nurses starts to sound hollow: contact-with-patient times are a fraction of that of nursing and outcome studies fail to show clear-cut differences. At the other side of the Atlantic, skirmishes between American nurses and doctors are fought almost solely on the back of costs. Implementation of safety processes and technology curtails individual medical autonomy, flattening the ground for nursing to carry the same function anesthesiologists do, yet at a lower price tag.

Nursing is not the only tangible threat to the scope of anesthesia today: other specialties have made in-roads in the former realm of anesthesiologists. Emergency physicians perform airway management, sedation and even (locoregional) anesthesia. Plastic surgeons are increasingly venturing into regional anesthesia. Internal medicine specialists carry out sedations, and some venture into plain general anesthesia already. Obstetricians perform epidurals. The specialty of anesthesiology is losing its grip on the exclusive rights to deliver anesthesia. In strategic talk, anesthesiology is on the decline of its life cycle.

In this context of commoditization and defeat, the urgent question is how to re-position and re-define the medical specialty of anesthesia. Under the guidance of historians and strategists, Medina Care

organizes *Lessons from Military History* February 25, 2012 in Rotterdam, The Netherlands. On the back of military history, very valuable lessons can be drawn such as how to resist the advance of a much lighter and flexible opponent, avoiding dangerous skirmishes, order of battle, or winning tactics with losing strategies. The symposium will be highly interactive in order to allow the audience to actively

## Intended audience

Anesthesiologists and residents of anesthesiology seeking to understand individual and collective positioning, department chairs and anesthesiologists involved in policy making in hospitals and at national level.

## The Speakers

### **Professor Anne Curry**

is a graduate of the University of Manchester. She obtained her PhD at Teesside University, and has taught history at the University of Reading, and currently at the University of Southampton, where she is a member of the University Executive. Professor Curry has been President of The Historical Association and Vice-President of the Royal Historical Society. She has published two books on the Hundred Years War as a whole (Macmillan 1993/2003, Osprey 2002) as well as the definitive works on Agincourt: *The Battle of Agincourt. Sources and Interpretations*, and *Agincourt. A New History*.





**Professor Alan N. Hoffman**, doctor of business administration, is Professor of Management at Bentley University in Waltham, Massachusetts, and Visiting Professor of Strategic Management at the Rotterdam School of

Management at Erasmus University, the Netherlands. His major areas of interest include strategic management, global strategy, investment management and technology. Dr. Hoffman currently serves on the MBA Advisory Board of The New England College of Business and Finance.



**Eric Ligtendag** read his first historical novel *The eagle of the Ninth* at the age of 10. Besides being an anesthesiologist since 1986, love of history drew him towards exploring the past through books but also on the back of horses,

climbing mountains and immersing himself in sports such as medieval archery and martial arts. Eric has served as anesthesiologist in the Dutch Army. He currently lives in Drenthe with his wife (an environmental engineer) and two ferocious guard parrots

**Héctor J. Medina Palomino** studied medicine at the University of Salamanca, Spain, and later specialized in anesthesiology in Belgium. He has worked in five countries at both sides of the Atlantic. Héctor complemented his penchant for history with a master's degree in business administration, focus-

ing on strategy and change management. He combines his family life with private practice in anesthesiology in the Netherlands. He is currently a council representative at the Dutch Society of Anesthesiology.



**LTCOL Fernando Pérez de Lema** was born in Madrid. He entered the Military Academy in 1986. He has served in different light infantry units and in the General Staff of the Army. He completed his General Staff training courses in Spain and Germany, and taught operational planning for three years at the Spanish General Staff School in Madrid. He has taken part in Peace Keeping Missions in Bosnia Herzegovina and Kosovo.



**Dr. Ben Schoenmaker** is historian and specialized in XIX and XX Century Dutch military history at the Dutch Institute of Military History in The Hague, the Netherlands. His area of interest is the relationship between society and armed forces, as reflected in his 2009 doctoral thesis *Patriotism and the spirit of the soldier. The relation between the people, the army and the military fleet between 1832 and 1914.*



## Agenda

- 08:45** Welcome
- 09:00** **“Anesthesiology: Besieged or besieged and under attack?”**  
Héctor J. Medina Palomino, MD, MBA
- 09:20** **“On the military concepts of tactics and strategy”**  
Lt. Col. Fernando Pérez de Lema Holweg.
- 10:20** Coffee break
- 10:35** **“1415, Henry V and the French at Azincourt”**  
Prof. Dr. Anne E. Curry
- 11:35** **“The battle at Blue Licks and all that”**  
Eric Ligtendag, MD
- 12:35** Lunch
- 13:15** **“Cannae: The Classic Example of A Decisive Battle”**  
Dr. B. Schoenmaker
- 14:15** Coffee break
- 14:35** **“The Demise of an Industrial Superpower in the Aftermath of WWII”**  
Prof. Dr. Alan N. Hoffman
- 15:35** Cocktail and farewell

## Conference fee

The conference fee is € 200 (practicing anesthesiologists) and €100 (residents), includes the cost of tuition and materials, refreshment breaks and lunch.

## Credits

This conference has been credited with 6 CME by the Dutch Society of Anesthesiologists.

## Location

Novotel Brainpark, Brainpark, Rotterdam, The Netherlands.

## Corporate Social Responsibility

Medina Care is is going green! Syllabi will be available for download prior to the meeting, and will be distributed on thumb drives at registration.

## Registration

You can register using the Order For Training on our website ([www.molina.net](http://www.molina.net), courses, February 25, Strategy for the Specialty of Anesthesiology III).



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