Ross Goldberg, MD - A Patient Advocate, Through and Through

Round-up Staff

The Maricopa County Medical Society's Round-up is pleased to bring you a new feature series “Practice Spotlight.” Every month we will spotlight a physician or practice that has made changes to their care model for the benefit of the patient. If you would like to submit yourself or your practice for consideration, please contact Jay Conyers at 602.251.2361 or jconyers@mcmsonline.com.

Dr. Ross Goldberg has taken a somewhat long road to get to Arizona, but his stops along the way have made him who he is today. Few doctors have gone down the arduous path that Dr. Goldberg chose to follow, but having known early on that he wanted to be involved with the academic side of surgery in addition to the patient side of it, it's an investment he doesn't regret.

Dr. Ross Goldberg

“I knew early on it would take a bit longer, but it was critical for me to get those advanced surgical skills, and to understand the research part of academic medicine,” said Dr. Goldberg.

In addition to having completed the standard five-year general surgery residency, Dr. Goldberg completed a two-year basic science research fellowship during the middle of his residency, followed by a two-year minimally invasive surgery fellowship. During this last step, he obtained advanced laparoscopic skills in foregut, hepatobiliary, and colorectal surgery.

Since joining the Department of Surgery at Maricopa Medical Center in late 2012, Dr. Goldberg has quickly established himself as a leader at the state's only public hospital. He was elevated to Chief of Surgery earlier this year, and is involved in all aspects of the General Surgery Division.

“Dr. Goldberg plays a key role in our general surgery residency training program, and has an active involvement in the development of all medical student interns here at the hospital,” says Daniel M. Caruso, MD, FACS, Chairman, Department of Surgery at Maricopa Medical Center.

Much of the credit for getting Dr. Goldberg to Arizona can be attributed to Dr. Caruso. When looking for new positions while completing his fellowship at the Mayo Clinic in Jacksonville, FL, Dr. Goldberg had intentions of heading back to the Northeast, but knew it was important to turn over every rock and jump at the chance to interview everywhere, regardless of location.

Says Goldberg, “I'll admit, Phoenix wasn't on my radar initially. But after I spoke with Dr. Caruso during my initial phone interview, I realized that Maricopa presented an opportunity for me to care for indigent populations, just as I had during my training in New York City and Philadelphia. He was able to offer me opportunities that I couldn't get at most places — advanced cases, such as foregut, HPB, and colorectal; research abilities, teaching residents and medical students, an academic appointment, and leadership roles within the department.”

Despite the rigors of training during residency, Dr. Goldberg found time to devote to organized medicine, and was drawn to the American College of Surgeons. He became heavily involved in their efforts, and soon found himself in the position of being...
“Maricopa Medical Center (MMC) is the only public hospital in the state of Arizona, with nearly 20,000 inpatient admissions every year, serving as Phoenix’s only Level I trauma center for both adult and pediatric trauma, as well as having the second busiest burn center in the United States. It also is the largest teaching facility in the city, and a major teaching affiliate for the University of Arizona College of Medicine - Phoenix.

MMC serves a unique role within the Phoenix community, serving as the last true ‘safety net’ hospital in the region, providing healthcare services for the entire community.

As Maricopa Medical Center continues to strive towards providing top-of-the-line healthcare to the community while lowering healthcare costs, the Maricopa County Medical Society is in a unique position to support and assist MMC in this endeavor. Through continued policy efforts to help provide access to healthcare, joint programs to educate the public on preventive health measures, and combined efforts to research and implement healthcare cost savings, MMC and MCMS have an opportunity to work together to improve the healthcare of all of our city’s citizens”.

Dr. Daniel Caruso
Chief Medical Officer, MIHS, Director, Arizona Burn & Trauma Center, Chairman, Department of Surgery

To learn more about MIHS, visit www.mihs.org

the first resident to sit on the Board of Directors for the ACSPA-Surgeons PAC. He has a strong commitment to political advocacy and believes that it has evolved into one of the key responsibilities of any physician.

“The only way to ensure the correct and safe changes occur for our patients is to get involved,” says Goldberg. Despite the moving around, with training taking him up and down the eastern seaboard, he has remained active in policy efforts, mostly at the federal level.

“My constant moving has made more local involvement slightly more challenging, but recently I have gotten much more involved with the Arizona chapter of the ACS, and now look to expand locally with the Maricopa County Medical Society (MCMS) and the Arizona Medical Association (ARMA). I have years of experience with MSS-NY and the Massachusetts Medical Society, and look forward to establishing a strong relationship with county and state medical societies once again.”

Now settled in at Maricopa Medical Center, Dr. Goldberg is taking on the challenges of working at a county hospital, and enjoying it every step of the way.

“I’ve always been someone who enjoys and thrives for challenges,” says Goldberg.

He especially enjoys the opportunity to teach residents and medical students to deliver care to the unique patient population at MMC, and within the particular constraints common to public hospitals. Dr. Goldberg finds it rewarding to do this well while still doing very complex and difficult surgical cases.

“It is always an interesting issue to adhere to the standards of care for a patient when facing very strict financial constraints. Regardless of finances, I strongly adhere to those appropriate standards of care to make sure patients get the best treatment possible,” says Goldberg.

If his clinical workload and academic responsibilities weren’t enough, Dr. Goldberg has found time to take on several leadership roles within his department. Serving as the Director of Minimally Invasive and Hepatic Surgery, Assistant Program Director of the General Surgery Residency Program, Director of the General Surgery Residency Training Program and skills and simulation lab, and medical student surgery site director for the University of Arizona College of Medicine – Phoenix, he ensures that he’s involved as much as time allows.

“I have always believed that the only way to fix an issue is to get involved and help come up with solutions; screaming about it from the sidelines without offering to help is a waste,” Goldberg says.

Goldberg continued, “I have always believed that my role as a patient advocate extends to outside the hospital walls, and that nobody knows more about the surgical care of my patients better than me, so it’s my responsibility to share that information with those who can influence how I practice.”

"I have always believed that the only way to fix an issue is to get involved and help come up with solutions; screaming about it from the sidelines without offering to help is a waste” – Ross Goldberg, MD

Others trust you as a qualified expert...

Why not trust a qualified expert with your financial planning?

- Certified Financial Planner™
- Accredited Investment Fiduciary™
- Customized Investment Management
- Broad-based Financial Solutions
- Independent, Fee-Only Consultation
- 20% Discount for MCMS Members

Mike McCann, CFP®, AIF®
Phone: 602-281-8194 (437)3
Email: Mike@MccannAZ.com
1440 E. Missouri Ave., Suite 255, Phoenix, AZ 85014
www.MoneyAZ.com

"It is always an interesting issue to adhere to the standards of care for a patient when facing very strict financial constraints. Regardless of finances, I strongly adhere to those appropriate standards of care to make sure patients get the best treatment possible," says Goldberg.

Goldberg continued, “I have always believed that my role as a patient advocate extends to outside the hospital walls, and that nobody knows more about the surgical care of my patients better than me, so it’s my responsibility to share that information with those who can influence how I practice.”

"I have always believed that the only way to fix an issue is to get involved and help come up with solutions; screaming about it from the sidelines without offering to help is a waste," – Ross Goldberg, MD

Others trust you as a qualified expert...

Why not trust a qualified expert with your financial planning?

- Certified Financial Planner™
- Accredited Investment Fiduciary™
- Customized Investment Management
- Broad-based Financial Solutions
- Independent, Fee-Only Consultation
- 20% Discount for MCMS Members

Mike McCann, CFP®, AIF®
Phone: 602-281-8194 (437)3
Email: Mike@MccannAZ.com
1440 E. Missouri Ave., Suite 255, Phoenix, AZ 85014
www.MoneyAZ.com