

DIRECTORS' DAY • WEDNESDAY

FRANK SPEAR

Getting the Message Across

I often see Frank dining at a great little neighborhood Italian place near the University of Washington. The homemade pasta is incredibly light, the thin-crust pizza divine, and the atmosphere warm and collegial. So when I wanted to have a heart-to-heart talk, what better place to choose?

A few weeks ago we were sitting at dinner, and I asked Frank how his practice philosophy gets imparted to his patients so that they ultimately accept extensive and expensive treatment. We all face this challenge daily — so how does he do it?

Over a fabulous bottle of Barolo, Frank bared his soul. But giving you the lowdown would steal his thunder, so I won't tell you now. At the Symposium, Frank will be spending about an hour with us sharing his wisdom. This is not a clinical presentation, but an opportunity to become more effective as a clinician. How can we go wrong?

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FRANK WILSON