



In this issue:

EHR Buyer Beware

- *Contracting with EHR Vendors*

Physician Spotlights

- *Drs. Ludwig A. Michael and John Noack*



John Noack's path into medicine was a direct one, as he says he's always had an affinity for biology and life science. Medicine was a natural fit for the boy whose uncle was a physician in town and whose parents encouraged him to do whatever he was passionate about.

DCMS Physician Spotlight

When Dr. Noack, born and reared in Dallas, set off for the University of Texas at Austin, he was the first in his family to venture south on I-35 rather than head to Texas A&M. After graduating from UT, he returned home to complete medical school at UT Southwestern. Although he had planned to try urology during his first elective rotation, he thought the field was too crowded, so he opted for orthopaedics. Dr. Noack and orthopaedics clicked right away.

"I'm impatient, and in orthopaedics you get immediate results," he explains. "You can put your hands on something and fix it. There's not only instant gratification for surgeons, but for patients, too."

After stops in Kansas and Houston for residency and fellowship training, he found his way back to Dallas in 2004. He's been in private practice in Dallas for 7 years and specializes in treatment of traumatic and sports-related injuries as well as degenerative conditions of the leg, ankle and foot at the Center for Foot and Ankle Restoration. He most enjoys the day-to-day interactions with patients and the "wonderful and unique privilege to affect lives" that his practice provides. This led him to the "practice what he preaches" mentality he takes with his patients.

In the last 5 years or so, Dr. Noack, 39, has become an avid cyclist, riding with the Texas Irish, a team of 60 cyclists that was formed in 2006. Dr. Noack got into cycling for numerous reasons and has stayed involved for even more.

"I want to practice what I preach to my patients and do a low-impact exercise like cycling, but it's become more than cycling. My team does so much to give back to the community," he says.

Formed as a nonprofit group, the Texas Irish raises money for local and national charities by riding in

events such as the MS 150 for the Multiple Sclerosis Society and the Tour de Cure for the American Diabetes Association. The team also raises funds for area organizations including Genesis Women's Shelter, Children's Medical Center of Dallas, and Toys for Tots. Members have raised more than \$350,000 for these charities. Dr. Noack serves on the team's board of directors.

The team is preparing for the aptly named "Hotter'N Hell 100," which is the largest single-day 100-mile bicycle ride in the nation. Dr. Noack will be riding in the race for the fifth time as he joins some 12,000 riders on Aug. 27 in Wichita Falls.

He usually participates in around eight races a year, ranging from 60 to 100 miles. He says he lacks the patience to ride much farther.

Dr. Noack loves cycling because it provides low-impact exercise and the opportunity to give back to the community in a different way. "Cycling can be anything you want it to be," he says. "It can be a relaxing quiet time, a super, über workout or a social outing."

In addition to his fund-raising rides, Dr. Noack gives back to the community through Project Access Dallas, for which he has been a physician volunteer since 2007. One of his PAD patients said that at Dr. Noack's office, he was treated "like a top-dollar patient. I got the maximum of the maximum."

Dr. Noack is a cheerful giver and credits PAD for making it easy to help. "I'm more than happy to volunteer my time and services, but when you have a network of support like that to back you up, it's much easier."

When Dr. Noack isn't cycling or in the office, he enjoys spending time with his family — wife Alexis, and children, Luke (7) and Lyla (4). **DMJ**