

Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • FALL 2006

The mission of the Wisconsin Medical Society Foundation is to advance the health of the people of Wisconsin by supporting medical and health education.

Fellowships: Exploring the role of state government in medicine

The Foundation awarded two summer fellowships in government and community service in 2006. These fellowships offer medical students the opportunity to gain hands-on knowledge about how state government works with the private sector in providing health care services for defined populations. A brief description of their projects follows.

How budget cuts affect Medicaid-covered children

Working under the direction of Glenn Flores, MD, FAAP, Kyle Jones focused his fellowship on getting feedback from parents of Medicaid-covered children in response to the Deficit Reduction Act of 2005 (DRA). The DRA included budget cuts in the federal Medicaid program through benefit reductions, and increased patient cost-sharing in the form of premiums and co-payments. Jones' research was directed at identifying parents' beliefs, opinions, and expected behavioral changes in response to the new legislation.

"This experience taught me a lot about health policy, how it is formed, whom it affects, and how to participate in the process. It was a very valuable experience for me, from the perspective of both a future clinician and a concerned citizen, as it opened my eyes to a number of challenges faced by many of our citizens," said Jones, a medical student at the

Medical College of Wisconsin. His findings suggest that Medicaid reform could cause less continuity of care, greater unmet health care needs, greater societal burden, and higher future health care costs.

The role of schools in the childhood obesity problem

Murray Katcher, MD, PhD, guided Sherrie Bencik as she focused her fellowship on better understanding the role schools play in childhood obesity. Bencik, a student at the University of Wisconsin School of Medicine and Public Health, looked at both national and Wisconsin programs being implemented and conducted a literature review to determine the success of school intervention programs.

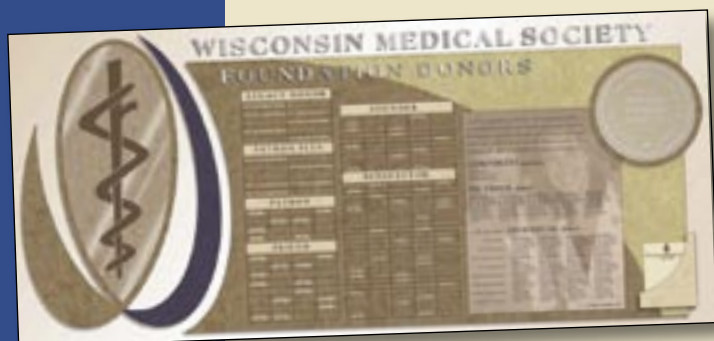
"This fellowship has made me more aware of the magnitude of the obesity problem facing kids in America," said Bencik. "I was surprised at the number of schools that offer unhealthy items like soft drinks and other sugary snacks and didn't realize the amount of financial incentives that schools receive from manufacturers." Through her work, Bencik concluded that a community-based solution is really necessary for success in the fight against childhood obesity.

Watch for more detailed reports from Mr. Jones and Ms. Bencik in a future issue of the *Wisconsin Medical Journal*.

Recognition wall to be installed

The Wisconsin Medical Society Foundation will be installing a new Donor Recognition Wall in the lobby of the Wisconsin Medical Society to recognize donors who have made cumulative gifts of \$2,500 or more. The wall is scheduled for completion by January 2007.

For information on your personal gift history and how your name can be included on the recognition wall, contact the Foundation at 608.442.3800.





Wisconsin **Medical Society**
Foundation

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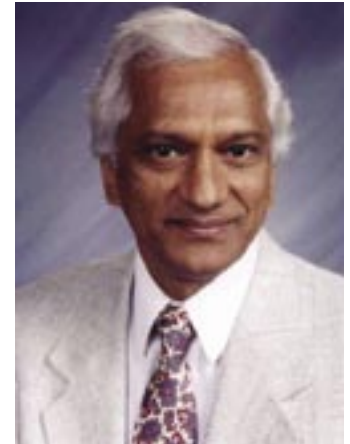
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From the President...

Each year, the Foundation has been able to expand our resources for scholarships and grants thanks to the generosity of donors like you.

This year, the merger of PIC Wisconsin and ProAssurance Corporation and the resulting financial gain for shareholders presents a unique opportunity to add significant resources to advance our mission. Gifts of stock, like that from Dr. David and Mary Weber, will have a direct impact on students like Ryan Cassaday, as 99 percent of these gifts will be used for direct program support. I encourage you to join other donors in sharing some of this unexpected and significant financial gain.



Ayaz M. Samadani, MD
Foundation President

Thank you to all who have contributed to the Foundation. I look forward to continuing to provide you with updates on how your gifts have helped advance the health of the people of Wisconsin. I encourage Society members and contributors to call or e-mail the Foundation staff with comments and suggestions.

‘Impressive’ doesn’t begin to describe scholarship winner

Ryan Cassaday, of Watertown, Wis., has been a cancer researcher for more than a few years, and he hasn’t even finished medical school. A 2006 Foundation scholarship recipient, Cassaday’s interest in oncology began during his undergraduate years at the University of Wisconsin–Madison, where he studied pancreatic cancer in mice.

After graduation, that interest led him to the National Institutes of Health to study pediatric tumors. A colleague there, Paul Sondel, MD, PhD, of the University of Wisconsin Departments of Pediatrics, Human Oncology and Genetics, met Cassaday and later hired him when Cassaday moved back to Wisconsin for medical school.

“Ryan’s clinical research activities...far exceed those of any other medical student or resident I have worked with during my 26 years on the UW faculty,” wrote Dr. Sondel, in a letter of recommendation.

In addition to research, Cassaday is enamored with treating patients, which became clear during his rotation in Medicine. “I saw people coming into the hospital feeling terrible, and I was part of a team that helped to make them feel better; I cannot imagine a more fulfilling job,” he said.

In his final year of medical school, Cassaday hopes to secure a residency spot at the University of Wisconsin, before pursuing a fellowship in hematology/oncology.

“Ryan is a rare individual,” said Dr. Sondel, “and I know he wishes to stay here to be involved in fostering the health of our state.”

Plenty of others are hoping he stays in Wisconsin, too. “We simply cannot let outstanding medical students like Ryan Cassaday slip away from the Badger state,” said Ayaz Samadani, MD, Foundation President. “Is there any doubt about the value of providing financial support and encouragement to these talented young people?”

Patient gift supports research

L. Wayne and Marion Brown were active in the Madison community throughout their lives. In gratitude for a positive outcome following Mrs. Brown's hip replacement, they made a contribution to the Wisconsin Medical Society Foundation to support orthopedic research.

In 2006, the Foundation awarded the Medical College of Wisconsin Department of Orthopaedic Surgery a \$13,094 grant from the Marion Brown Orthopedic Research Project Fund to study the effect of high-energy extracorporeal shock wave lithotripsy on Osteochondritis Dissecans (OCD) in a rabbit model in order to develop a non-invasive intervention as an option to surgery. The principle investigator for the study is Roger Lyon, MD.

OCD is a common pediatric orthopaedic deformity, but only 35 percent of patients have a good or excellent result with surgery in long-term follow-up. The hope is that this pilot study will lead to a non-invasive alternative to surgery and supplement to conventional treatment. "We consider this a very important pilot study and will extend our research into clinical



Grant recipient Roger Lyon, MD, works with fellow researchers and students at the Medical College of Wisconsin Department of Orthopaedic Surgery.

treatment upon Human Research Review Board approval," said Dr. Lyon.

"The Browns' goal was to extend their appreciation to the medical community for the positive impact advances in orthopedic surgery had on Mrs. Brown's life," said Renee Reback, Foundation Executive Director. "Awarding this grant from the funds contributed by Mr. and Mrs. Brown has the potential to greatly improve the lives of afflicted children and honor the Browns' wishes."

For details on grant or scholarship awards or applications, visit www.wisconsinmedicalsociety.org/foundation.

How you can support our mission

All donations to the Foundation are fully tax-deductible to the extent allowed by law. There are many ways to add your name to our list of supporters:

- Contribute with your Society dues renewal
- Make a gift in memory or honor of a colleague or loved one
- Participate in special campaigns and programs
- Attend our annual Fundraising Event

(see information on back)

- Donate appreciated stock or funds from your IRA (*call the Foundation for details on the new tax law*)
- Name the Foundation as a beneficiary of your IRA, will or trust

A complete list of Foundation supporters is published annually in the *Wisconsin Medical Journal* and is available online at www.wisconsinmedicalsociety.org/foundation.

2006 Scholarship, Award and Grant Recipients

SCHOLARSHIPS

Kiana Beaudin, Physician Assistant
Kim Berndt, Occupational Therapy
Karen Boyd, Nursing
Ryan Cassaday, Medicine
Meredith Cechvala, Medicine
Devon Cole, Medicine
Melissa Danielczak, Clinical Lab Science
Brook Daniels, Medicine
Alanna Doxtator, Nursing
April Faas, Nursing
Nicole Fischer, Medicine
Sara Glapa, Nursing
Lindsey Gram, Nursing
Jamie Hook, Medicine
Sara Moss, Nursing
Jennifer Ochs, Nursing
Stefanie Ojibway, Health Care Administration
Christine Palmer, Medicine
Sarah Pierce, Medicine
Frances Reiter, Nursing
Nestor Rodriguez, Medicine
Cindy Salm, Medicine
Patricia Schilling, Nursing
Derrick Siebert, Medicine
Adam Sturdevant, Clinical Psychology
Mai Xiong Thao, Physician Assistant
Christina Weber, Nursing
Patrick Wilcox, Nursing

MEDICAL STUDENT AWARDS

Kendra Hain, Houghton Award
Amy Liepert, Houghton Award
John Vasudevan, Presidential Scholar Award

GRANTS

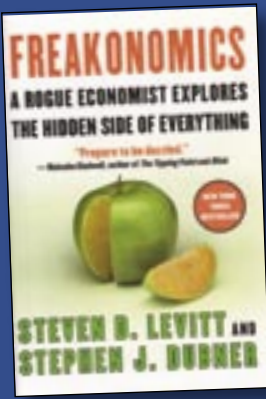
Prairie du Chien Historical Society:
Fort Crawford Museum Medical History and Health Project

University of Wisconsin Department of Family Medicine: Leadership Opportunities with Communities, the Underserved and Special Populations (LOCUS) Program

University of Wisconsin Medical Students for Minority Concerns: 19th Annual Health Fair for Underserved

Volunteer Brailist and Tapists, Inc.:
Medical Information Produced in Braille

Medical College of Wisconsin – Roger Lyon, MD, Assoc. Professor, Dept. of Orthopaedic Surgery: Study on the Effect of High-Energy Extracorporeal Shock Wave Lithotripsy on Osteochondritis Dissecans in a Rabbit Model



Save the Date!

Stephen Dubner, co-author of the best-selling book *Freakonomics: A Rogue Economist Explores the*

Hidden Side of Everything, will highlight the Foundation's 2007 fund-raising event Thursday, April 26 at the Monona Terrace Convention Center.

Is a backyard swimming pool more dangerous than a gun? What do teachers and sumo wrestlers have in common? Dubner and co-author Steven Levitt challenge conventional wisdom by asking such questions and drawing connections. They show that complex phenomena can be understood if we find the right perspective. Please join us for this entertaining fresh look at everyday things.

For information, contact Justina Tarmizi-Arifin at 608.442.3719 or e-mail Justinat@wismed.org.

Giving Back: Webers donate stock to support medical, health education

Dr. David and Mary Weber are not the type to sit idly by. Even while raising four children, they were both very active in their local community of Fond Du Lac, their church and with the state and county medical societies and alliance. Retirement is no different. "We have been so fortunate. It's important to us to give back," they said.

During Dr. Weber's years of medical school and military service, including time in Vietnam, Mary used her Pharmacy degree to support them. After completing his military service in 1968, Dr. Weber joined Fond Du Lac Clinic and the family settled there. He retired 34 years later—in 2002, but his commitment to medicine continues. Among other leadership and volunteer activities, Dr. Weber currently serves as vice president of the Wisconsin Medical Society Foundation Board of Directors and is involved with the Scholarship and Development committees. "I especially enjoy being involved in the selection of scholarship recipients. The decisions are difficult, but it's very rewarding," he said.

The Webers have been generous supporters of the Foundation over the years, most recently with a gift of stock after the merger of PIC Wisconsin and ProAssurance. "The Wisconsin Medical Society worked hard to make liability insurance available for physicians when other companies pulled out. As a shareholder, I felt it fair to reciprocate and share with the Foundation the benefits of the investment," said Dr. Weber.

The Webers are now enjoying spending time with their children and eight grandchildren and traveling. Still, many of their activities focus on the future of medicine and helping others. "The public needs to see physicians give back to their profession and communities," noted Dr. Weber. "All physicians should support research and the education of new physicians. That's why I'm involved with the Foundation."

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