



Celebrating 50 Years 1955-2005

Wisconsin Medical Society Foundation

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Wisconsin **Medical Society** Foundation

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

Letter from the President

In 1955, our Wisconsin Medical Society leaders had the foresight to establish the Charitable, Educational and Scientific Foundation (CESF). Fifty years later we are still continuing their legacy as the Wisconsin Medical Society Foundation.

With each decade we have expanded the opportunities for physicians and other friends of medicine to advance the health of the people of Wisconsin through their charitable gifts.

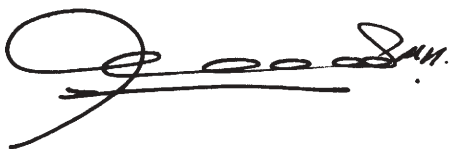
What has been the impact of just a few of these gifts?

- 1974 – The James and Clara Joss Memorial Research Trust, currently funding a study on hernia repair outcomes
- 1986 – A substantial bequest from Reginald Jackson, Jr., MD, securing the Student Loan Program
- 1998 – A gift from Mary Landis, supporting an annual mental health lecture through the Charles W. Landis, MD, Memorial Lecture Fund
- 2005 – Annual donors, providing increased support for our scholarship and grant programs (*see pages 5-7*)

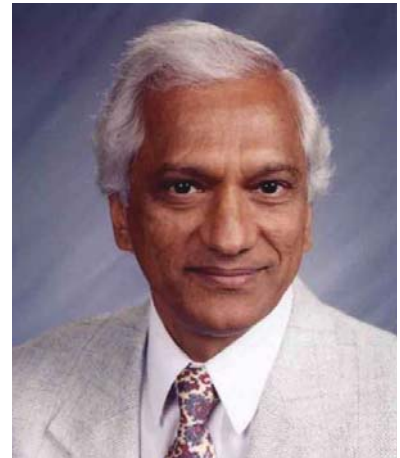
It is an honor to begin my presidency as we celebrate the Foundation's 50th anniversary. I am energized by the impact our gifts have had on the health of the people of Wisconsin, and I hope you are equally proud of what your gifts have accomplished.

Thank you!

Sincerely,



Ayaz M. Samadani, MD
President, Wisconsin Medical Society Foundation



Ayaz M. Samadani, MD
Foundation President



The future is in good hands

*"I believe in the mantra
'it takes involvement to get
action and action is the
result of involvement.'"*

—Amy Liepert, first recipient
of the Presidential Scholar Award

Amy Liepert, a native of Kewaskum, Wisconsin, is the first in her family to attend college, but she is quick to attribute the work ethic instilled by her family as instrumental in achieving her goals. At age 14, she started working at a local restaurant, and in high school she began volunteering at her local hospital delivering food trays. She also became certified in emergency care as a member of the National Ski Patrol.

While attending college, Liepert continued developing her science skills and interest in medicine by working part-time in a microbiology lab and completing a summer chemistry internship at Abbott Laboratories. She also served as vice president of the Alpha Epsilon Delta Medical Honor Society and as assistant crew chief for the Ski Patrol. After graduating cum laude from Marquette University with a degree in Biomedical Sciences in 2002, she was accepted to the Medical College of Wisconsin.

“During her tenure at the Medical College of Wisconsin, Amy has demonstrated an insatiable appetite for learning, both academically and vocationally,” said Senior Associate Dean for Academic Affairs Kenneth Simons, MD.

Liepert’s education and involvement has extended far beyond the classroom, and she has been very involved in health policy with organizations at the local, state and national levels. She began as liaison to the Medical College’s chapter of the AMA Medical Student Section and later served as president of the section. She also served as the Medical College’s student representative on the Wisconsin Medical Society Board of Directors and was involved with the Medical Society of Milwaukee County, receiving the Medical Student Service Award.

As a delegate at the 2004 Wisconsin Medical Society Annual Meeting, Liepert brought forward two resolutions to rectify state of Wisconsin support for medical students who are residents of the state and for graduate medical education that was decreased in the 2003 state budget. Both were passed unanimously by the House of Delegates.

“I have found that as I continue my medical education, my enthusiasm for direct patient care has not diminished, but I have learned that there are other important ways to impact patient care, including being involved in health policy,” Liepert said. “A phone call or letter to a legislator on an important issue can impact our patients’ health in an even broader way than writing a prescription or performing a procedure.”

Meanwhile, Liepert has continued to excel academically. She presented her 2003 summer clinical research project report, entitled “Medical Injury in the Surgical ICU,” at the Lunda Resident Research Day and was awarded Best Surgery Paper.

Even as more of her time is devoted the clinical responsibilities of pursuing a surgical residency, Liepert plans to continue this type of involvement. It is because of this and her academic accomplishments that the Foundation is proud to recognize Amy Liepert as the first recipient of the Presidential Scholar Award.



Like many of her classmates, Liepert’s medical school debt has accumulated to over \$150,000 so far. That is one reason past Wisconsin Medical Society presidents established the Presidential Scholar Award: to recognize and assist medical students who exemplify the attributes, skills and desire to become leaders in the medical profession and who have demonstrated active involvement with the Wisconsin Medical Society.

Scholarships Awarded

A total of \$46,510 in scholarships and awards was granted to medical students and those pursuing nursing or allied health careers in 2005. Individual awards ranged from \$750 to \$4,500.

The Foundation’s Scholarship Committee gives preference to applicants from Wisconsin who are attending school in Wisconsin and have expressed a strong interest in practicing here.

Scholarship Recipients for the 2005-2006 Academic Year

PRESIDENTIAL SCHOLAR AWARD

Amy E. Liepert, Wauwatosa – Medicine

TOMMY G. THOMPSON ROAST SCHOLARSHIP

Jamie L. Hook, West Allis – Medicine

VICTOR BAYLON, MD, MEMORIAL SCHOLARSHIP

JaNean K. Bultman, Elkhorn – Clinical Lab. Science

HOUGHTON AWARDS

Crystal M. Armstrong, Medical College of Wisconsin

Todd L. Eisenberg, University of Wisconsin Medical School

DR. THEODORE AND MERRILYN HARTRIDGE SCHOLARSHIPS

Rana J. Dickson, Waunakee – Nursing

Kristi L. Giessen, Portage – Nursing

ROBERT COONEY, MD, MEMORIAL SCHOLARSHIP

Meredith M. Cechvala, DeForest – Medicine

SCHOLARSHIP SPONSORED BY PAUL WERTSCH, MD

Leah Harper, Madison – Radiography

AMY HUNTER-WILSON, MD, MEMORIAL SCHOLARSHIPS

Kimberly E. Cornelius, Oneida – Nursing

Laura C. Harrison, Oak Creek – Respiratory Therapy

Stefanie H. Ojibway, Eau Claire – Health Care Administration

Destiny M. Spruce, Shawano – Nursing

Jessica T. Stevens, Pound – Nursing

Naomi K. Lehman, La Crosse – Community Health

Education/Physical Therapy

GENERAL SCHOLARSHIPS

Bobby M. Agrawal, Milwaukee – Medicine

Sara J. Batterman, Fond du Lac – Nursing

Rebecca A. Bayard, Pound – Nursing

Nicole M. Fischer, Jefferson – Medicine

Andrea M. Glyzewski, Green Bay – Nursing

Heather M. Ho, Wauwatosa – Medicine

Lynn M. Malec, Madison – Medicine

Miranda G. Olson, Kiel – Nursing

Christine M. Palmer, Milwaukee – Medicine

Laura B. Petermann, Green Bay – Nursing

Douglas M. Rubenzer, Bloomer – Clinical Lab. Science

Althea T. Rubey, Plover – Clinical Lab. Science

Carrie A. Schuetz, Milwaukee – Clinical Lab. Science

Kristi R. Tomich, Green Bay – Nursing

Angela A. Welsh, Eau Claire – Nursing

Anne M. Zelazoski, Green Bay – Nursing



University of Wisconsin medical student Kirke Rogers presents information during a workshop designed to help seniors get the most out of their physician visits.

Communication key for Senior health

Establishing rapport with elderly patients may be the critical ingredient that leads to compliance with medical recommendations. That's why Kirke Rogers, the 2005 recipient of the Wisconsin Medical Society Foundation's \$3,500 Summer Fellowship in Government and Community Service, chose to investigate ways to improve such communication.

Working under the guidance of Steven Barczy, MD, and with cooperation from several public and private health groups, Rogers' report includes tools for facilitating doctor-patient communication. Among the recommendations:

- Avoid hurrying older patients.
- Avoid complicated medical terminology.
- Establish respect right away by using formal language, such as Mr., Mrs., Ms., etc.

Training future practitioners in such strategies with elders is also imperative. Doctor Barczy plans to emphasize these skills by adapting the aforementioned workshop materials for the Medical Student-Senior Partnership Program within the first year of the UW Medical School curriculum.

"This is an excellent report of his activities as our summer fellow," said John Petersen, MD, Foundation Board Member and Grants Committee Chair. "It is very gratifying to see such results from the Foundation's expanded range of activity."

For more information on Rogers' fellowship work, including a copy of the workshop handout he developed to assist seniors with doctor visits, go to www.wisconsinmedicalsociety.org/foundation

New Grants Program awards \$69,445

The Wisconsin Medical Society Foundation awarded a total of \$69,445 in grants and fellowships during 2005 to support a variety of medical and health education projects throughout the state. These awards were made possible through proceeds from fundraising events, individual donations, and established endowment funds.

2005 Awards

Study of Long-Term Postoperative Complications and Recurrence Rates in Laparoscopic Preperitoneal Inguinal Hernia Repair in a Rural Hospital, Mile Bluff Medical Center, Mauston, awarded \$1,500—This hernia repair study seeks to establish a more definitive hernia recurrence rate for laparoscopic preperitoneal inguinal hernia repairs to compare with data on open surgical repairs. The principle investigator is Society member Timothy Napier, MD, with assistance from a medical student, a surgical PA-C, and a surgery technician. Upon completion, Dr. Napier plans to submit the study results for publication in the *Wisconsin Medical Journal*.

Badger Heart Program, Wisconsin Women's Health Foundation, awarded \$20,000—The Badger Heart Program is a health education/intervention initiative aimed at reducing rural, northern Wisconsin women's risk for cardiovascular disease. At least 400 women will be assessed for cardiovascular disease risk with 200 enrolled in the six-month intervention and education program to promote healthy lifestyle changes. A follow-up screening will be done on all 400 originally assessed to measure the effect of the intervention.

Health Fair, University of Wisconsin Medical Students for Minority Concerns, awarded \$1,500—Held in an underserved area of Madison, this health fair provided screenings, information and referrals, as needed, to about 110 adults, plus several children. Professional translators assisted the medical students, physicians, physician assistants, nursing students and undergraduates who staffed the event, which also included educational health and science demonstrations and a special "kid's corner."

Wisconsin Council on Medical Education and Workforce, Wisconsin Medical Society, awarded \$7,500—The goal of

this newly created group is to avert the projected shortage of physicians looming on the horizon. Chaired by Carl Getto, MD, senior vice president of medical affairs, UW Hospital & Clinics, the council will begin by collecting data to evaluate why physicians come to Wisconsin, why they stay, and, more importantly, why they leave. The Foundation's grant helps support the Wisconsin Medical Society's participation in this important collaboration.

STUFFEE® Project, part of the Head-to-Toe Health Initiative, Fox Cities Children's Museum, awarded \$10,945—The Head-to-Toe Health Initiative seeks to advance the health and wellness of Wisconsin's children and families by creatively introducing topics of nutrition, digestion, respiration, fitness, organ donation, and anatomy and physiology. The Foundation's grant supported the purchase of the STUFFEE® teaching tool, a 7-foot, soft-sculptured doll that can be zipped open to reveal removable organs. The museum has over 90,000 visitors each year. STUFFEE® may also be taken on location to reach even more families using a variety of age-appropriate educational programs.

Leadership Retreat, University of Wisconsin Department of Family Medicine, Leadership Opportunities with Communities, the Underserved and Special Populations (LOCUS), awarded \$1,500—Designed for medical students who wish to continue or initiate involvement in community health activities, this leadership retreat is scheduled for fall 2005. About 60 students are expected to participate.

Hands Are Not for Hitting (awarded \$1,250) and Safe Ride Florist Program (awarded \$250), Winnebago County Medical Alliance—Hands Are Not for Hitting is a violence prevention program for elementary school children and the Safe Ride Florist Program includes a printed note in prom corsages encouraging students not to drive if they are impaired. A number for a safe ride is also included. Over the 14 years of the program's operation, teens have provided rides to 15,313 of their peers. The Foundation's grant supports printed materials and supplies.

Falls Prevention CME Program, Wisconsin Medical Society, awarded \$1,500—About 110 physicians from throughout the state attended this educational session held during the Wisconsin Medical Society Annual Meeting, April 15, 2005. The program provided information to help physicians reduce their patients' risks of falls—a leading cause of injuries and death, especially among those 65 years old and older.

Physician Health Program for Medical Students, Wisconsin Medical Society Statewide Physician Health Program, awarded \$20,000 (two-year project)—The goal of this program is to reduce the incidence of physician impairment by providing education on the spectrum of physician health issues earlier in the process of achieving a career in medicine. It will impact approximately 800 medical students.



Hernia Repair Study, led by Timothy Napier, MD



Badger Heart Program



"STUFFEE"



Volunteers Extraordinaire: Mahendr Kochar, MD,
and Arvind Kochar, MD

'Team Kochar' accepts challenge; helps make raffle a success

Doctors Mahendr and Arvind Kochar are active volunteers in their professions and support many organizations in their Milwaukee community. Mahendr Kochar, MD, serves on the Wisconsin Medical Society Board of Directors, was recently elected to the AMA Council on Medical Education, and is a member of the *Wisconsin Medical Journal* Editorial Board. He also volunteers at a Milwaukee area free clinic. Dr. Arvind Kochar has devoted significant time to the Friends of the Medical College of Wisconsin over the years.

When asked to add to their demanding schedules by selling raffle tickets prior to the 2005 Charity Roast and Silent Auction, "Team Kochar" did not hesitate to say "yes." With so many activities already on their full plates, why consider another one?

"The Foundation is focused on the education of medical professionals and the public, which I feel is very important," notes Dr. Mahendr Kochar.

Car Raffle Winner

Former First Lady Sue Ann Thompson selected the winning ticket for the Foundation's car raffle, making Kevin Jessen, MD, the owner of a 2005 Toyota Prius. The announcement came just in time, according to Jessen, who said the vehicle he drove to Madison to attend the event began displaying the "check engine" light on the way and had over 100,000 miles.

Congratulations, Doctor Jessen!



Kevin Jessen, MD, in his new Toyota Prius

Dr. Arvind Kochar agrees and adds that supporting education is a family tradition that was instilled by her father and grandfather. “Selling raffle tickets was a way we could help generate funds to support education,” she said. They thanked like minded members of the American Association of Physicians from India, Friends of the Medical College of Wisconsin and faculty members of the Medical College of Wisconsin who purchased raffle tickets from them.

Doctor M. Kochar is Senior Associate Dean of Graduate Medical Education at the Medical College of Wisconsin and has been a strong advocate for decreasing the financial burden of Wisconsin’s medical students.

“The number one issue for medical students is the cost of their education,” states Dr. Kochar. One of the Foundation’s strategic goals has been to increase the number and amount of scholarships for medical students.

In addition to supporting the education of future and current medical professionals, the Foundation launched an expanded grants program to provide support to organizations with innovative programs aimed at improving health by promoting modifiable behavior changes.

One of these grants was awarded to a University of Wisconsin Medical School student group to support a Minority Health Fair that provided health screening, information and referrals to uninsured community members. “Providing basic health needs for uninsured patients is critical,” stresses Dr. Arvind Kochar.

Raffle proceeds played an important role in the Foundation’s ability to increase support for medical and health education during 2005. “We are grateful to ‘Team Kochar’, along with many other volunteers from around the state, for their efforts in raising funds and acting as ambassadors for the Foundation,” said Foundation Executive Director Renee Reback.



The Associated Bank Foursome including Society Government Relations Specialist Jeremy Levin, show their team spirit at the Foundation Golf Outing.

Fundraising Events

CHARITY GOLF CLASSIC—THANK YOU to all who participated in the 16th Annual Charity Golf Classic at Nakoma Golf Club on June 13, which grossed \$58,000. Special thanks to our sponsors for their generous support. Proceeds benefit our statewide medical and health education efforts. Mark your calendar for next year: Monday, June 26, 2006 at West Bend Country Club.



ON THE MENU: ROAST TOMMY!

—Over 500 people packed the Monona Terrace on April 14 for the Foundation’s Charity Roast featuring former Wisconsin

Governor and Health & Human Services Secretary, Tommy G. Thompson, in the “hot seat.” Gross revenue from the event—\$162,000—helped support the Foundation’s scholarship and grants programs. Our heartfelt thanks to all committee members, volunteers, sponsors and donors who helped make the event such a success! Please join us next year—more information will be available soon.

To be added to the mailing list for either the Charity Golf Classic or the Charity Roast, use the enclosed reply envelope or contact Angie Tyler at 608.442.3721 or e-mail angiet@wismed.org.

The Foundation's Student Loan Program was first established with a gift from the estate of Doctor Reginald Jackson, Sr. in 1958, but was firmly cemented in 1986 through a \$1.8 million bequest from Doctor Reginald Jackson, Jr.—the largest gift ever to the Foundation. This gift defined a focus for the Foundation that continues to have a major impact on medical education today. Currently, our focus is on building endowments to ensure funding for the Scholarship and Grants programs.



Mark Andrew, MD, (right) a surgeon in Viroqua and past president of the Wisconsin Medical Society, is just one of the many who have benefited from the Foundation's student loan program.

Scholarship Funds

- *General Medical Education Scholarship*—provides assistance to medical students and those pursuing other health careers.
- *Amy Hunter-Wilson, MD, Scholarship*—encourages American Indian students who pursue medical and health careers.
- *Goodman-Goodell Scholarship*—provides scholarships restricted to second-year medical students from the Portage area interested in specializing in pulmonary or general family practice.
- *Victor Baylor, MD, Scholarship*—assists medical students or clinical laboratory science students from Racine or Milwaukee Counties.

Medical Research and Education Funds

The Foundation holds several funds, established by individuals or through fundraising efforts, which help the Foundation fulfill the health education focus of our mission.

- *Charles W. Landis, MD, Memorial Endowment*—provides an annual lecture on a mental health topic.
- *Henry A. and Irene S. Anderson Endowment*—supports medical research and education efforts.
- *James and Clara Joss Trust Fund*—provides grants for medical research projects on health or disease, including related research in biological behavioral sciences.
- *L. Wayne Brown Orthopedic Research Fund*—supports orthopedic research.
- *PIC Wisconsin Outcomes Research Fund*—supports medical research and education efforts.
- *Medical and Health Education Endowment*—provides support for medical education programs and grants for worthwhile health education projects.
- *Presidential Scholar Endowment*—provides scholarship assistance to exceptional medical students in Wisconsin. Established and funded by current and past Society and Foundation leadership.

Loan Funds

Through the Jackson's bequest and gifts from other individuals, county medical societies and county alliances, the Foundation was able to provide \$330,000 in low-interest, no-fee student loans to medical students at the Medical College of Wisconsin and the University of Wisconsin Medical School for the 2004-2005 school year and expects to do the same in 2006. Over the years, the Foundation has provided close to \$5 million in loan assistance to medical students. Named Student Loan Funds held by the Foundation include:

- Brown County Loan Fund
- Green County Loan Fund
- Racine County Auxilliary Loan Fund
- Danforth Memorial Loan Fund
- William B. Hildebrand Memorial Loan Fund
- Popp Loan Fund
- Marinette County Loan Fund
- Dane County Loan Fund
- Grant County Loan Fund
- Sheboygan County Auxilliary Loan Fund
- Marion Brown Orthopedic Surgery Loan Fund
- Outagamie County Loan Fund
- Reznicheck Loan Fund
- Marathon County Auxilliary Loan Fund

Fulfilling our mission



White Coat Campaign

The annual campaign provides a white coat with a personal message of encouragement from a physician to each first-year medical student studying in Wisconsin.

Operation: Education

This fun event, held at both Wisconsin medical schools, provides a forum for medical students to visit with physicians and gain practical information on a wide variety of primary and specialty practices and research.



Students at the Medical College of Wisconsin proudly model their new white coats following the College's white coat ceremony held in August.

How you can support our mission

The Wisconsin Medical Society Foundation seeks to accomplish its mission of supporting medical and health education through a variety of awareness activities, programs and fundraising events. The Foundation is a 501(c)3 charitable organization, so donations to the Foundation are fully tax-deductible to the extent allowed by law. There are many ways for you to add your name to our list of supporters:

- Contribute through your annual dues or Voluntary Contribution Statement from the Wisconsin Medical Society.
- Make a tribute gift in memory of a deceased colleague or loved one, or give a gift in honor of someone special, using the reply envelope enclosed. *(A note will be sent to the person you are honoring or to the family of the deceased notifying them of your kindness.)*
- Participate in the White Coat Campaign, Operation: Education and other special programs.
- Attend events—Charity Roast and Silent Auction and Charity Golf Classic.
- Donate appreciated stock or mutual funds to avoid capital gains.
- When estate planning, remember the Foundation and become a legacy donor.
- Name the Foundation as beneficiary of your IRA, will or trust.

For additional information, contact Renée Reback at 608.442.3720 or e-mail reneer@wismed.org.

Thank You!

The individuals and organizations named below made contributions to the Wisconsin Medical Society Foundation from March 31, 2004 through March 31, 2005. We are deeply grateful for each donor's support of the Foundation.

We offer special thanks to our "Gold Donors"—those who have consistently contributed \$100 or more to the Foundation during the past three or more years—as signified by an asterisk.

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"This scholarship is another example of how your organization has warmly welcomed me as I enter the medical profession. I will never forget your support as it started from day one at the white coat ceremony."

—Christine Palmer, Medical College of Wisconsin, 2005 Scholarship Recipient

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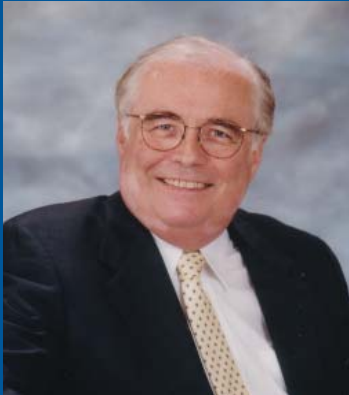
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(1941-2005)

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It is with great sadness, respect and admiration that we dedicate this newsletter to the memory of Kenneth Viste, Jr., MD, who passed away on August 21, 2005. Doctor Viste began his service to the Foundation in 1988 and led the Foundation as President from 1996-2002. Many of the accomplishments noted in this annual newsletter are the result of his leadership and service.

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When the celebration ends
When we have honored our past
It's time to look to the future

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