

Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • FALL 2009

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

INSIDE:
REPORT
ON 2009
PROGRAMS

Foundation benefits Society members and communities

Collaborations and partnerships are all the buzz among non-profits and foundations today, but it's nothing new for the Wisconsin Medical Society and the Wisconsin Medical Society Foundation. Although the Foundation is a distinct organization from the Society with a different non-profit tax status and separate governing board, the two organizations share many common goals.

While the Society tackles some very important and challenging health policy issues, the Foundation focuses on supporting medical education and health initiatives in the state.

"The activities of the Foundation are a great complement to the Society and can offer our members some unique opportunities and benefits," said Susan Turney, MD, Wisconsin Medical Society CEO.

Some of these opportunities include the following:

Did you know... You can help bring a medical student to work in your community? If you are involved with a research project or know of a community health need that is worthwhile, but lacks appropriate staff to complete, you can connect a medical student with a project or organization in your community. By serving as the student's mentor, you can play a significant role in shaping a student's career direction and, at the same time, provide valuable research or needed program support. (See 2009 Report inside.)

Did you know... You may apply for grant funding? Each year the Foundation offers grants for health education initiatives and research throughout the state. Preference is given to worthwhile activities that are physician-led or involve Wisconsin Medical Society members. Past awards have ranged from \$1000 to \$20,000 each.

Did you know... You may nominate a young physician from your area and spread the word on other opportunities? The Foundation offers many scholarships and awards primarily to medical students, but also to students in other health careers identified as



Students at Marquette Elementary School show off the first fruits of their labor made possible by a grant from the Foundation supporting nutrition education through a Junior Master Gardener Program.

having critical workforce shortages such as nursing. We also honor a young physician annually through the Viste Award. (See separate article on page 7.)

Did you know... You may play a role in impacting medical student career choices? Society members representing a wide variety of specialty and primary care practices are needed each year to participate in the Foundation's *Operation: Education* program held at both medical schools. These programs offer a unique opportunity for physicians to share practical information on their chosen field of medicine with students.

Annual donations from Wisconsin physicians and others along with larger planned gifts are critical to the Foundation's operations and continued growth. Clearly there are many ways that you or your community may directly benefit from this growth. Please join your colleagues in lending your financial support and getting involved.

See insert for more details on individual programs and how you can add your support.



Wisconsin Medical Society Foundation

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From the President...

Meet our New Executive Director

I'm pleased to announce the addition of Rebecca R. Thompson, CPA, as Executive Director of the Wisconsin Medical Society Foundation. Rebecca joined the Foundation on September 11, 2009, and is a seasoned health care leader and Certified Public Accountant with over 15 years of experience in community development, financial management, fundraising and strategic organizational growth. She brings with her a wealth of experience in Wisconsin health care and medical communities, having most recently served as the interim chief executive officer of The Lakes Community Health Center in northern Wisconsin and previously as the executive director of the Fox Cities Community Health Center in Menasha.

Rebecca holds a BA from Albion College in Economics and Management and graduate-level certification in non-profit management from Washington University in St. Louis. She currently resides in New Glarus with her husband and three sons.

"I am delighted and honored to join the Wisconsin Medical Society Foundation team in its important efforts to advance the health of Wisconsin's residents. Given our constant evolving health care environment, investment in the Foundation will preserve many of our vital interests including education and public health promotion," said Rebecca. "I believe we have great opportunities ahead to expand current programs and develop new programs and partnerships across the state. Please contact us to explore ways to get involved. We look forward to working together to strengthen the health of all people in Wisconsin."



David K. Falk, MD,
Foundation President



Rebecca R. Thompson, CPA,
Foundation Executive Director

In loving memory...



Doctor John R. and Yvonne
Petersen at the Foundation's
2008 Fundraising Event

John R. Petersen, MD, passed away peacefully at home on Thursday, June 4 after a brief illness. Doctor Petersen served on the Foundation Board of Trustees for the last 12 years. He was especially active with the Foundation's Grant and Finance Committees. He was instrumental in developing the framework for the successful expansion of our grant and fellowship programs in recent years. His legacy will live on through the students, patients and communities that will be touched by these programs and he will remain forever in our hearts as a mentor, colleague and friend.

Doctor Petersen believed strongly in the value of the fellowship experiences the Foundation provides for medical students, so we are directing donations received in his memory toward awarding a fellowship in his honor next spring.

Annual Report

WISCONSIN MEDICAL SOCIETY FOUNDATION • FALL 2009

2009 PROGRAMS AND SUPPORT

We are pleased to provide this report on our programs and support for medical education and health initiatives in 2009. These awards are made possible by annual donations from people like you, by those who attend or donate to support our annual fundraising event, and by generous physicians and grateful patients who have chosen to give back by establishing funds and endowments that provide enduring support.



Students at the Medical College of Wisconsin pose after receiving their white coats.



Resident Sharad Rajpal, MD, shares practical information about Neurological Surgery with medical students at the *Operation: Education* program. Rajpal is a former recipient of the Foundation's Houghton Award.

Medical education and health initiatives

White Coat Campaign

For the ninth consecutive year, the Foundation has provided a white coat and personal message of encouragement from a physician to every first-year medical student in Wisconsin. Thank you to all physicians who contribute to make the white coat ceremony so very meaningful for these students and their families.

Operation: Education

Operation: Education is designed to provide first and second year medical students the opportunity to speak with practicing physicians in an informal setting about their experiences in their chosen field of medicine. The Foundation partners with the Wisconsin Medical Alumni Association at the University of Wisconsin School of Medicine and Public Health and the Medical College of Wisconsin Marquette Medical Alumni Association to host the *Operation: Education* program at each school annually. We are grateful to the physicians who volunteer. Contact us if you'd like to participate.

Student Loans

Some of you may have benefited from the Foundation's student loan program, which has assisted students since the early 1960s. Today, our loan program remains an attractive source for helping students finance their medical education with a fixed interest rate comparable to the Stafford loan program, but with the added benefit of having no interest accrue while in medical school.

For the 2009/2010 academic year, the Foundation has provided \$265,000 in loans to students at the Medical College of Wisconsin and the University of Wisconsin School of Medicine and Public Health.

Grants

The Foundation supported several health research and education initiatives in 2009 with grants ranging from \$1000 to \$17,999 each, for a total of nearly \$45,000.

The largest grant in the amount of \$17,999 was for a Metabolic Syndrome (MS) awareness and prevention program at Community Memorial Hospital in Oconto Falls. It supported the expansion and enhancement of a community-based pilot project the Foundation funded last year to reduce MS risk factors. It includes a monitored exercise and education program with an increased number of participants. Other grants awarded include:

Citizen Congress Wisconsin

Physician-citizen dialogue on health: \$16,700

Healthy Classrooms Foundation

Symposium on public health in schools: \$1000

Marquette Elementary, Madison

Nutrition education and garden project: \$2235

Medical Students for Minority Concerns

Health fair for underserved: \$2500

Wisconsin Coalition Against Domestic Violence

Screening tool: \$2000

For details on these and other Foundation activities, visit our website at www.wisconsinmedicalsociety.org/foundation or call 866.442.3800.

The goal of the Foundation's Summer Fellowship in Government and Community Service Program is to provide medical students the opportunity to increase their knowledge of how community organizations and/or government works with the medical profession to address health issues in Wisconsin. Each student receives a \$3500 stipend.

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These fellowships require the support of physician mentors who help students develop their proposals and provide guidance. We are grateful to the listed mentors for making these valuable experiences available.

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Watch for more detailed reports on these exciting fellowship projects in a future issue of the Wisconsin Medical Journal.

2009 Summer Fellowships

Valuable learning experiences provide research a

Improving the Rate of HPV Vaccination

Michelle Clark-Forsting, University of Wisconsin (UW) School of Medicine and Public Health; Krohn Clinic, Black River Falls

Physician Mentor: Michael Mahan, MD

As an extension of her interest in practicing in rural Wisconsin after completing her medical degree, Michelle spent her fellowship working with Michael Mahan, MD, at Krohn Clinic in Black River Falls. Much of her time was spent speaking one-on-one with adolescents and their parents about Human Papillomavirus (HPV), cervical cancer and the HPV vaccine. Michelle helped plan a women's health event titled *Mind, Body, Spirit: An Event for Women of All Ages*, in collaboration with area organizations including the Krohn Clinic, Black River Memorial Hospital, Ho Chunk Health Services and Jackson County Public Health Department, among others. Additionally, she developed a survey about HPV, cervical cancer and the HPV vaccine that will assess knowledge, behaviors and attitudes about those topics. Throughout the upcoming school year, Michelle will continue working with the Ho Chunk Nation in Black River Falls to administer the survey to Ho Chunk parents of vaccine-eligible adolescents for the purposes of a comparative study.

"In planning our women's health event, I was able to work with a variety of organizations that affect the health care of Jackson County and the surrounding communities... I gained invaluable networking experience and intervention planning skills that will help me in the future." —Michelle Clark-Forsting

Understanding Barriers to Care for HIV-Infected Individuals

Chad Pendley, Medical College of Wisconsin; AIDS Resource Center of Wisconsin, Milwaukee

Physician Mentors: Andrew Petroll, MD, MS, and John Fangman, MD

Chad Pendley worked with John Fangman, MD, the medical director of the AIDS Resource Center of Wisconsin (ARCW), and Andrew Petroll, MD, of the Center for AIDS Intervention and Research. The project goal was to increase the continuity of care for HIV infected persons utilizing Emergency Departments in Milwaukee area hospitals. Chad's role was to complete chart reviews of ARCW's patients to analyze their ED utilization. He also participated in the Needle Exchange program at ARCW and spent time in the clinics.

"This experience was very beneficial to me personally because it exposed me to the urban community that I hope to serve someday. This fellowship has also inspired me to take an active interest in urban and public health initiatives." —Chad Pendley

Validating Data on Infant Safe Sleep Environments

Ebony Richards, Medical College of Wisconsin; Children's Downtown Health Center, Milwaukee

Physician Mentor: Suzanne Brixey, MD

Because of her strong interest in community health efforts for urban populations, Ebony's fellowship was spent working with Suzanne Brixey, MD, in Milwaukee to assess the injury prevention measures of the Downtown Health Center's Cribs for Kids program. During clinic visits, she educated central-city families with infants about sleep environment risk factors associated with Sudden Infant Death Syndrome (SIDS). Ebony engaged families, who were receiving a Graco Pack 'N' Play crib, in demonstrations of safe sleep practice using the Health Belief Model. She also conducted follow up contacts with these families to evaluate the efficacy of the clinic's safe sleep program.

"My fellowship experience taught me a great deal about community health advocacy. I have developed invaluable communication skills and gained a deeper appreciation for urban community medicine and the diligent work invested in improving the health and safety of Milwaukee's neediest children." —Ebony Richards

Evaluating the Safety of CPR Performed by Bystanders

Kari Beth Haley, Medical College of Wisconsin; Injury Research Center at Medical College of Wisconsin, Milwaukee

Physician Mentor: Ronald Pirrallo, MD, MHSA

Kari's fellowship project was based on her interest in pursuing a career in Emergency Medicine and her past experience as a volunteer Emergency Medical Technician. Her aim was to determine how often bystanders in Milwaukee County initiate cardiopulmonary resuscitation (CPR) on victims who are determined not to be in cardiac arrest by Milwaukee County Emergency Medical Services (MCEMS), and to characterize any types of deleterious effects related to receiving chest compressions when not in cardiac arrest. She worked with Froedtert Hospital, Children's Hospital of Wisconsin, Aurora Hospitals and Wheaton Franciscan Hospitals under the guidance of Ronald Pirrallo, MD, and E. Brooke Lerner, PhD.

"I learned a lot about how the Milwaukee County EMS is organized and how the community handles medical information. I am very thankful to the Foundation for the opportunity to get involved in activities related to my career goals and to conduct research that may contribute to the public's better understanding and use of CPR." —Kari Haley

and community services

CHILD: Connecting Health Insurance with Lunch Data

Michelle Yang, Medical College of Wisconsin;
Covering Kids and Families Coalition, Milwaukee
Physician Mentor: John Meurer, MD, MBA

During her fellowship, Michelle had the opportunity to work under the supervision of John Meurer, MD, and with Covering Kids & Families-Wisconsin, a Madison-based coalition that works to decrease the number of uninsured children and families through outreach and education on the availability of Badger Care Plus. She spent her time learning about the public health care sector and project CHILD in Milwaukee, which aims to connect Free & Reduced Priced Meals eligibility with that of Badger Care Plus in the Milwaukee public schools.

“Being able to jump right into the community and learn hands-on about public/community health has been an experience that I will not forget. All that I have learned this summer will not only help me keep in perspective why I chose to go into medicine in the first place, but will also further influence me in my growth as a physician dedicated to aiding those populations that are most underserved.” —Michelle Yang

Assessing Barriers to Rural Research

Alisha Fahley, UW School of Medicine and Public Health;
Children’s Hospital of Wisconsin-Fox Valley, Neenah
Physician Mentor: Janette Strasburger, MD

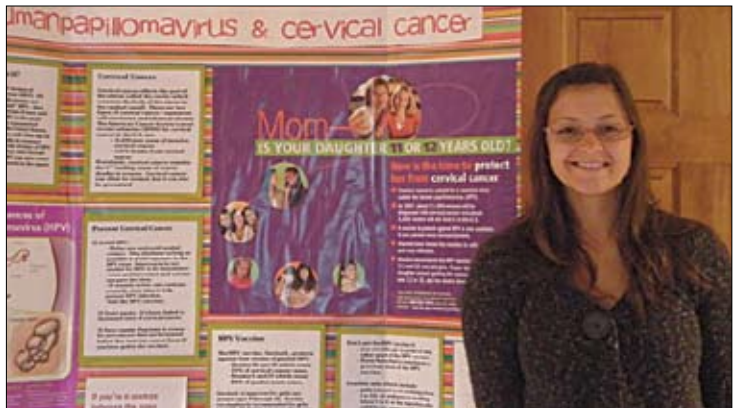
Because of her strong interest in rural issues and her involvement with the Wisconsin Academy for Rural Medicine at the UW School of Medicine and Public Health, Alisha Fahley worked with Janette Strasburger, MD, a pediatric cardiologist in Neenah, on issues surrounding barriers to rural medical research. Her project focused on access to full-text medical literature, given that such access is important across all aspects of medicine, from research to clinical practice. Rural practitioners in many areas are not affiliated with a major university or hospital system, which traditionally provides access to the literature. Many assume that the Internet makes up for this discrepancy, but that is not necessarily the case. Alisha found that unaffiliated individuals have decreased access to free medical literature. They are required to pay substantially more to obtain the information they need. The hope is that her project results will encourage improved access for all individuals, regardless of institutional affiliations.

“This project gave me the opportunity to work toward improving health care in rural areas, something I am very passionate about. I learned a great deal about the research process and hope to continue to use this knowledge to perform research projects during the rest of my career.” —Alisha Fahley



Ebony Richards (right) poses while speaking with a family about ways to provide a safe sleep environment for their infant.

Chad Pendley working in clinic with John Fangman, MD, at the AIDS Resource Center of Wisconsin.



Michelle Clark-Forsing with her booth about HPV vaccination at the Mind, Body, Spirit event for women, a collaborative effort of Krohn Clinic and Black River Memorial Hospital.



Kari Haley working on research with her mentor, Ronald Pirrallo, MD.



Wisconsin Medical Society
Foundation

Share your talents and resources

Make a donation... Add a tax-deductible gift to the Foundation when renewing your Wisconsin Medical Society membership or when considering annual charitable contributions. Annual donations from people like you are what allow us to assist and encourage more students to choose medical careers and support community-based health education programs throughout the state.

Are you at least 70½ years old? If so, a limited opportunity allows you to take advantage of an Individual Retirement Account (IRA) charitable distribution provision before the end of 2009, which allows you to make non-taxable distributions of up to \$100,000 per account holder from your traditional or Roth IRA directly to the Foundation. This may be an excellent way to advance both your philanthropic goals and estate plans. Contact your financial or tax advisor soon to determine if this provision is appropriate for you. Distributions must be completed by December 31, 2009.

Become an IV League Member... You can become a member of this exclusive group of donors who make the fellowship opportunities listed in this newsletter possible by donating \$1000 or more targeted to the fellowship program.

Name the Foundation in your will... Leave a lasting legacy by naming the Foundation in your will or through other estate planning. Estate gifts can have a powerful impact, like the gift from the Jackson Family that established what is now our multi-million dollar student loan program. For details on how to include the Foundation, speak with your financial advisor or call us.

Volunteer... Contact us for ways to share of your time and expertise.

We appreciate and acknowledge each gift through our annual list of donors in the *Wisconsin Medical Journal*, on our donor wall and online at www.wisconsinmedicalsociety.org/foundation. All donations are tax-deductible to the extent allowed by law.

Scholarships

Each year, the Wisconsin Medical Society Foundation assists medical students and those pursuing careers in other health careers identified as having critical workforce shortages. Scholarships and awards for the 2009-2010 academic year total \$68,800.

PRESIDENTIAL SCHOLAR AWARD

Benjamin Weston	Medicine*	\$ 3000
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HOUGHTON AWARDS

Matthew Buelow	Medicine**	\$ 1000
Nyama Sillah	Medicine*	\$ 1000

ROBERT T. COONEY, MD SCHOLARSHIP

Holly Frost	Medicine**	\$ 5000
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ROBERT "JASON" GORE SCHOLARSHIP

Joseph Hippensteel	Medicine*	\$ 5000
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VICTOR A. BAYLON, MD SCHOLARSHIP

Amanda Herzog	Medicine*	\$ 2500
Kimberly Doroff	Clinical Lab Science	\$ 1000

CATHERINE SLOTA-VARMA, MD SCHOLARSHIP

Nicholas Kuehnel	Medicine**	\$ 2500
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AMY HUNTER-WILSON, MD, SCHOLARSHIP

(Restricted to American Indian Students)

Lindsey Bowman	Kinesiology	\$ 3000
Michelle Johnson-Jennings	Counseling Psychology, PhD	\$ 5500
Adam Sturdevant	Clinical Psychology, PhD	\$ 1000

GENERAL SCHOLARSHIPS

Jennifer Barbian	Occupational Therapy	\$ 1000
Kimberly Bertram	Nursing	\$ 1000
Lynann Busewitz	Physical Therapy	\$ 1000
Charles Czczok	Medicine*	\$ 2500
Erica Gabrielsen	Nursing	\$ 1000
Julie Goers	Nursing	\$ 1000
Roberta Herrick	Nursing	\$ 1000
Amanda Herzog	Medicine*	\$ 2500
Brian Hong	Medicine*	\$ 2500
Kathryn Jacobson	Medicine*	\$ 2500
Peter Norstedt	Medicine*	\$ 2500
Bryan Pooler	Medicine*	\$ 2500
Paul Schedler	Nursing	\$ 1000
Sarah Schwenn	Nursing	\$ 1000
Samantha Swiecichowski	Nursing	\$ 1000
Francis Switalski	Occupational Therapy	\$ 1000
Nathan Vakharia	Medicine*	\$ 2500
Brittany Woodruff	Nursing	\$ 1000
April Zehm	Medicine*	\$ 2500
Jacqueline Ziehr	Medicine**	\$ 2500

WAUKESHA COUNTY MEDICAL SOCIETY SCHOLARSHIPS

(Awarded to high school seniors from Waukesha County)

Arienne Foster	Nursing	\$ 800
Christina Gartner	Nursing	\$ 800
Jennifer Jendusa	Pre-Medicine	\$ 800
Darren Klaty	Pre-Medicine	\$ 800
Jeffrey Mahlum	Pre-Medicine	\$ 800
Kaitlyn Wollak	Pre-Medicine	\$ 800

*UW (University of Wisconsin School of Medicine and Public Health)

**MCW (Medical College of Wisconsin)

Donor Spotlight

Clarence Chou, MD: What it means to give

If I had more, I'd give more." That's how Clarence Chou, MD, a full-time Psychiatrist at the Psychiatric Crisis Service of Milwaukee County, sums up his charitable giving. He said he feels blessed and believes he has a responsibility to contribute, to give back in a personally significant way.

Doctor Chou was raised in a family whose priority was to give to others. His practice working with the uninsured and poor reminds him every day of how fortunate he is. Doctor Chou's path to a medical career was not a direct one. He started college in pre-law because he thought he was good at writing and arguing. He also enjoyed science and considered graduate school in genetics, but eventually switched to medicine.

"To afford medical school, in 1972-1973 I worked at a factory. I made very good wages for that time, saving enough money for two years of tuition," said Dr. Chou. "That experience helps me appreciate the struggles faced by today's students to pay for their education."

Supporting medical education is a priority for Dr. Chou. For 15 years he has been a Board Examiner for the American Board of Psychiatry and Neurology and is a member of the CME Committee and Work Group on Life-long Learning for the American

Academy of Child and Adolescent Psychiatry (AACAP). He has been honored with two teaching awards at the Medical College of Wisconsin. He is on the board and has served as program chair of the American Medical Association Foundation and is a past president of the Wisconsin Medical Society. He is on the National Assemblies for the American Psychiatric Association and AACAP.

"You will often see Dr. Chou with medical students or residents in tow," said Eileen Wilson, Foundation Program Coordinator. Some colleagues refer to them as his "entourage." Given his current involvement and background, the Foundation's mission of medical and health education is a natural fit. In addition to annual donations, Dr. Chou has sponsored several students through the Foundation's White Coat Campaign each year, has consistently attended the *Operation: Education* program to speak on behalf of his specialty and has supported the medical student fellowship program.

Doctor Chou has also contributed to or shared his time and talents with various community organizations including NAMI, the Planning Council on Health and



Clarence Chou, MD

Human Services of Greater Milwaukee, the Milwaukee Forum, the City of Milwaukee Mayor's Crime Commission, and several ethnic and cultural organizations. He was also a recipient of United Way's Gwen T. Jackson Community Volunteer of the Year award.

"I believe every physician needs to contribute in some way, whether it's financially or with time or expertise. My hope is that those like me who practiced in an era of lower educational debt, better income opportunities and who currently have fewer family obligations will demonstrate their generosity to colleagues, patients and communities," said Dr. Chou. He is grateful for the support he has experienced from colleagues and staff at the Wisconsin Medical Society and Foundation.

Doctor Chou expects current physicians to model for future generations of physicians what it means to give. "We have been selected and trained to make the most critical and complex decisions involving our fellow human beings," stressed Dr. Chou. "Society will benefit from what we have to offer."

Young physician nominations sought

The Wisconsin Medical Society Foundation is pleased to request nominations for the 2010 Kenneth M. Viste, Jr., MD, Young Physician Leadership Award. The deadline for nominations is Wednesday, February 3, 2010.

This award was established in 2006 in Dr. Viste's memory to recognize a young physician who demonstrates a commitment to patients, to the community and to the profession of medicine. A young physician is defined as a licensed Wisconsin physician who is less than 40 years old or has been practicing medicine fewer than five years. Both the nominated and nominating physicians must be members of the Wisconsin Medical Society.

In addition to being honored with an engraved award presented at the Wisconsin Medical Society Annual Meeting, the Foundation will make a contribution to a charitable organization of the recipient's choice.



Noel Deep, MD
2007 Recipient



Karen Meyer, MD
2008 Recipient



Aaron Dunn, MD
2009 Recipient

Please consider any young physicians from your area who might be deserving of this award.

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For more details and the nomination form, visit www.wisconsinmedical-society.org/foundation or contact Eileen Wilson at 866.442.3800 or e-mail eileen.wilson@wismed.org.

Kuehnel chosen as first recipient of the Catherine Slota-Varma, MD Scholarship

The Foundation is pleased to announce that the first recipient of the Catherine M. Slota-Varma, MD Scholarship is Nicholas Kuehnel. Kuehnel, who will receive \$2500, is currently in his third year at the Medical College of Wisconsin and has developed a strong desire to pursue a career in pediatrics. He is very involved in school and volunteer activities, with emphasis on interacting with youth. He is a member of the Pediatric Interest Group, is involved with the Adolescent Obesity Education Program and volunteered at a camp for kids with cancer. Kuehnel also participates in the Medical College of Wisconsin A Capella group and ran his first marathon this year. The combination of his academic achievement, letters of recommendation and the positive attitude expressed in his personal statement impressed the Foundation's Scholarship Committee.

In her letter of recommendation, Sue Haldemann, PhD,



Nick Kuehnel with his niece, Ella

Student Support Services, stated, "Nick's community activities point to his strong desire and commitment to working with children. When you read his description of his interactions with children, it becomes clear that he has a great compassion for them and will do whatever he can to improve the quality of their lives. This is the type of future pediatrician that every family needs."

Doctor Slota-Varma's desire in establishing this fund before she passed away in 2007, was to encourage and assist outstanding students who are planning to pursue a primary care career and who have demonstrated leadership and involvement in organized medicine.

Kuehnel was the unanimous choice for this award by the committee, whose members believe he will be the type of pediatrician Dr. Slota-Varma was. For more information on Dr. Slota-Varma and her scholarship fund visit www.wisconsinmedicalsociety.org/foundation/donations/legacies.

To discuss options for establishing a named fund within the Foundation, contact Rebecca Thompson at 866.442.3800



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Wisconsin Medical Society
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