

Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • FALL 2010

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: 2010 HIGHLIGHTS

Foundation develops Wisconsin Healthy Living Network

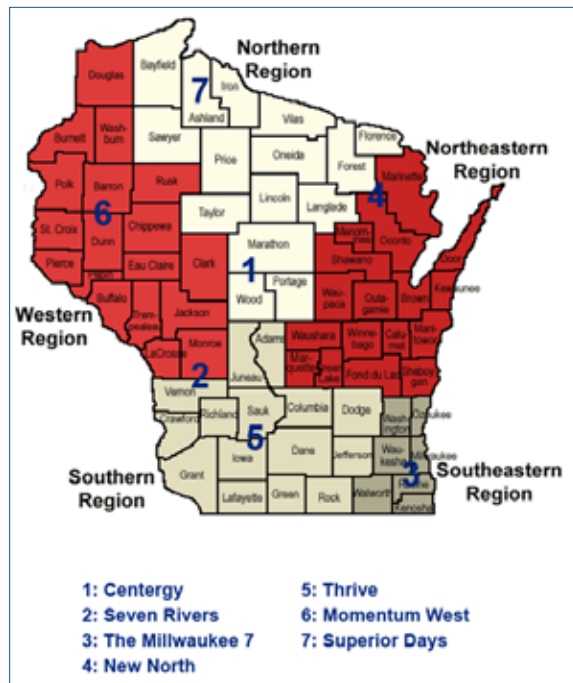
In response to health system reform initiatives that focus on public health, the Wisconsin Medical Society Foundation is working to make the invisible visible. The Foundation's statewide Healthy Living Network will engage physicians as leaders for directing wellness and disease prevention efforts in communities across Wisconsin.

The Wisconsin Healthy Living Network brings together CHAMP (Community Health Action via Medical Partnership) teams, Foundation Ambassadors (physicians who have committed to lead and connect important public health messages within their communities) and a broad array of partners including economic development centers. Physicians also play a key role in CHAMP teams, which connect public health officials and business leaders to address community health issues.

Wisconsin ranks high in several health-related areas; however, the state ranks 49th in public health funding (*Trust for American's Health*, Robert Wood Johnson Foundation; March 2010). While we have many health supports and assets in our state, the Healthy Living Network will strengthen support to this vital public health system.

Through the Healthy Living Network, the Foundation will serve as a voice, convener and collaborator for community health improvement. Foundation Ambassadors and community partners will raise awareness through local newspapers and target messaging, and CHAMP teams will help implement health-focused community-initiated projects. The Foundation plans to share these improvement efforts, highlight physicians engaged in community health issues and link these activities to the state's Healthiest Wisconsin 2020 initiative (www.dhs.wisconsin.gov/hw2020) through a revamped website.

The Wisconsin Healthy Living Network also will be critical to health system reform efforts that dictate fixed payments of services through Accountable Care Organizations (ACOs). Strong prevention efforts, like the one the Foundation is launching, and ACOs will help keep state residents well and will encourage stronger patient responsibility. Health system reform



Wisconsin Healthy Living Network: Enabling public health messaging through five regional Public Health Districts (colors on the map) and seven Economic Development Centers (numbers on the map) and other health care partners.

efforts also emphasize other public health issues, including employer wellness programs, nutrition labeling, enhanced diabetes care, women's health programs, trauma care systems and service availability.

To best coordinate this work, the Foundation is working closely with the University of Wisconsin Population Health Institute and the state Department of Health Services to design activities within regional public health areas and economic development centers (see map). The Foundation's focus on public health and prevention—coupled with the Society's emphasis on cost variation, quality improvement, health policy and health information—will position Wisconsin to remain a leader in our nation's health care delivery system.

Please join us and be a voice for Wisconsin's health. For more information about how to get involved, e-mail Foundation Executive Director Rebecca Thompson at rebecca.thompson@wismed.org.



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From the President and Executive Director

For more than half a century, the Wisconsin Medical Society Foundation has supported medical and health education to advance the health of our state's residents. We do this through several highly successful programs, including student loans, scholarships, grants and summer fellowships. This past year, we expanded our reach through CHAMP (Community Health Action via Medical Partnership) teams and Foundation Ambassadors.

To help us continue these programs that serve both the medical community and state residents, the Foundation is developing a Planned Giving program. Planned Giving allows donors to maximize the personal benefits of their charitable giving and make gifts they might have thought impossible. By using tools and techniques approved by the Internal Revenue Service, donors can turn appreciated assets into income for themselves or others – including charitable organizations such as the Wisconsin Medical Society Foundation.

According to a 2006 study by Wisconsin's Certified Community Foundations, it is estimated that \$687 billion will be transferred among Wisconsin generations by 2050. This transfer of wealth provides monumental opportunities for donors to enhance our quality of life and strengthen communities through charitable investments. Through Planned Giving, donors can witness the impact of their generosity that will leave a lasting impression for generations to come.

The Wisconsin Medical Society Foundation is working harder than ever to engage conversation, ignite change and improve the health of our communities. Your voice and participation is needed today and into the future. We look forward to working together to explore the ways you can share your commitment and support for the Foundation's important mission.



David K. Falk, MD,
Foundation President



Rebecca R. Thompson,
CPA, Foundation
Executive Director

Physicians champion state's smoke-free workplace law



Thomas Sandager, MD, and Foundation Executive Director Rebecca Thompson join Gov. Jim Doyle for a press briefing about the state's new smoke-free workplace law, which took effect July 5.

Wisconsin Medical Society member Thomas Sandager, MD and Foundation Executive Director Rebecca Thompson attended a press briefing July 2, 2010 in La Crosse to mark the state's smoke-free workplace law. The Foundation also coordinated the efforts of 19 Society members to write letters to editors and to be available to respond to media requests about the new law. These efforts are part of the Foundation's goal to engage physicians in public health leadership activities.

2010 Highlights

How we improve health in Wisconsin

WISCONSIN MEDICAL SOCIETY FOUNDATION • FALL 2010

2010 PROGRAMS AND SUPPORT

We are pleased to provide this report on our programs and support for medical education and health initiatives in 2010. 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.

White Coat Campaign

More than 240 Wisconsin physicians and medical groups participated in the 2010 White Coat Campaign to provide a white coat and personal message of encouragement for every first-year medical student in Wisconsin. The program fosters students' involvement in the profession.

Operation: Education

In partnership with the alumni association at both Wisconsin medical schools, the Foundation's annual Operation: Education events brought together students and physicians representing a wide range of specialty and primary care practices. The events provide a social opportunity for students to get answers to questions about their chosen medical field.

Scholarships and Awards

The Foundation encouraged and assisted students with \$68,500 in scholarships and awards for the 2010-2011 academic year, including awards from the following funds:

| | |
|--|----------|
| Victor A. Baylon, MD, Scholarship | \$1000 |
| Robert T. Cooney, MD, Scholarship | \$5000 |
| Robert "Jason" Gore Scholarship | \$5000 |
| John H. and William J. Houghton Award | \$2000 |
| Amy Hunter-Wilson, MD, Scholarships | \$14,000 |
| Presidential Scholar Award | \$3000 |
| John D. and Virginia Riesch Scholarship | \$3500 |
| Catherine Slota-Varma, MD, Scholarship | \$2500 |
| Waukesha County Medical Society Scholarships | \$8000 |

Student Loans

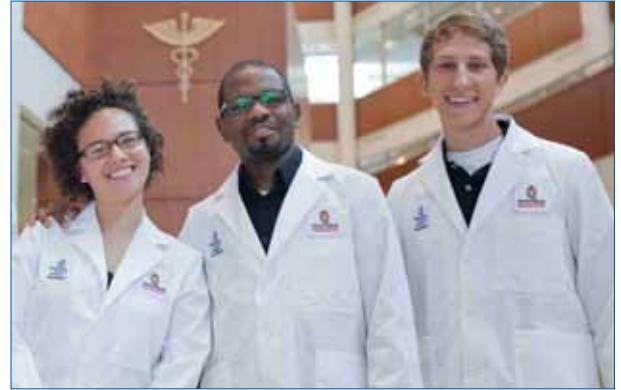
The Foundation's student loan program has assisted students since the early 1960s. For the 2010/2011 academic year, the Foundation provided \$335,000 in loans to students at the Medical College of Wisconsin and the University of Wisconsin School of Medicine and Public Health. The loans are interest-free while the student is in medical school.

Grants

The Foundation supported several health research and education initiatives in 2010 with grants totaling \$34,215 as follows:

Access Community Health Centers, Madison
Adolescent health education program, \$5,000

Healthy Classrooms Foundation, Inc., statewide
2010 Healthy Classrooms Symposium, \$1,000



Students at the University of Wisconsin School of Medicine and Public Health pose after receiving their white coats in August.

Medical College of Wisconsin, Milwaukee

Student attendance at national AMA conference, \$1,000

Roger's Memorial Hospital Foundation, Oconomowoc

Kenneth M. Viste, Jr., MD, Young Physician Leadership Award, \$750

St. Mary's/Dean Doctors Park Physicians, Platteville

Clinic's Reach Out and Read program, \$2,000 (see related article)

Wisconsin Chapter, American Academy of Pediatrics Foundation, statewide

Series of pediatric mental health case teleconferences supported by the Charles W. Landis, MD, Memorial Fund, \$8,000

University of Wisconsin School of Medicine and Public Health, Madison

Student attendance at national AMA conference, \$1,000
Unrestricted educational grant, \$465

Wisconsin Literacy, Inc., statewide

Health literacy program for Wisconsin parents and families supported, in part, by the PIC Wisconsin Fund, \$15,000

Seeking nominations for Young Physician Award

The Wisconsin Medical Society Foundation is pleased to request nominations for the 2011 Kenneth M. Viste, Jr., MD Young Physician Leadership Award. The deadline for nominations is Tuesday, February 1, 2011. Please consider any young physicians from your area who might be deserving of this award. For details and the nomination form, visit www.wisconsinmedicalsociety.org/foundation or contact Eileen Wilson at 866.442.3800 or eileen.wilson@wismed.org.

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 entities work with the medical profession to address health issues in Wisconsin. Each student receives a \$3,500 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.

2010 Summer Fellowships

Valuable learning experiences provide research and co

Predicting Virologic Failure in HIV-Positive Patients

Sreevalli Atluru, Medical College of Wisconsin (MCW), AIDS Resource Center of Wisconsin and Medical College of Wisconsin, Milwaukee

Physician Mentor: John Fangman, MD

Because of her strong desire to work with underserved populations, Sreevalli Atluru spent her summer fellowship working with John Fangman, MD, medical director of the AIDS Resource Center of Wisconsin in Milwaukee. Her project involved clinical research on predicting virologic failure in HIV-positive patients. The project allowed Atluru to develop skills in basic clinical science research such as extracting and analyzing data. Atluru also had the opportunity to shadow Dr. Fangman in the clinic seeing patients.

"Given that I am interested in working with underserved populations, this experience allowed me to better understand the needs and challenges faced by patients in this population." — Sreevalli Atluru

Evaluating and Analyzing Public Health Data on Wisconsin Birth Outcomes

Anne Becker, University of Wisconsin (UW) School of Medicine and Public Health; Wisconsin Department of Health Services, Division of Public Health, Madison

Physician Mentor: Murray Katcher, MD, PhD

Through her fellowship experiences with Murray Katcher, MD, PhD, at the Wisconsin Department of Health Services in the Division of Public Health, Anne Becker was introduced to many aspects of health care that often go unnoticed. Everyone knows that if you're sick you go to the doctor's office, but sick patients may not realize how they benefit from the behind-the-scenes work of the government public health system. Examples of this work that Becker had the chance to learn about and participate in include initiatives to improve healthy birth outcomes, newborn screening, Medicare policy and efforts to eliminate infant mortality disparities.

Assessing Health Care Needs in Rural Northern Wisconsin

Jesse Charles, UW; The Lakes Community Health Center, Iron River

Physician Mentor: Deborah Dryer, MD

Jesse Charles worked with The Lakes Community Health Center, a federally qualified community health center that serves Iron, Ashland, Bayfield and Douglas counties. He assisted in gathering information about the health care needs of the Center's service area. This information will guide the Center's strategic planning sessions, which will determine long-term strategies to best meet needs. Charles was involved with both direct surveying, usually done in conjunction with free blood pressure testing, and in community listening sessions designed to encourage community discussion regarding health needs and opportunities. The listening sessions provided information regarding current needs, resources and opportunities for new services and allowed for assessment of the community's interest in expanding services. Charles' fellowship also included a clinical aspect, allowing him to shadow Deborah Dryer, MD, at the Iron River clinic.

"I came away from the community listening sessions with a much deeper understanding of what limits access to care and how that affects rural residents." — Jesse Charles

Improving Communication between Breast Cancer Patients and Their Physicians about Body Image

Mallory Cohen, MCW; Medical College of Wisconsin, Department of Surgery, Milwaukee

Physician Mentor: Alonzo Walker, MD

Mallory Cohen's interest in breast cancer inspired her to seek a fellowship opportunity to work with Alonzo Walker, MD, the Ruth Teske Professor of Surgical Oncology for the Medical College of Wisconsin; Rebecca Anderson, PhD, Professor and Director of Psychological Services in Transplant Surgery at the Medical College of Wisconsin; and Kathleen Jensik, MSW, program coordinator in the Division of General Surgery at the Medical College of Wisconsin. She spent time in clinics meeting with patients and learning about the different facets of breast cancer care. Cohen shadowed oncologists and surgeons on the breast care team at Froedtert Hospital and the Medical College of Wisconsin and developed a questionnaire for patients and physicians. She collected data during clinic visits and spent countless hours communicating with breast cancer patients in addition to attending weekly Breast Tumor Board meetings to learn more about the patients.

Improving the Assessment and Treatment of Pain in Pediatric Trauma Patients

Max Geers, MCW; Medical College of Wisconsin, Departments of Surgery and Pediatrics, Milwaukee

Physician Mentors: Amy Drendel, DO, MS, and Andrea Winthrop, MD

Max Geers' summer fellowship focused on improving the assessment and treatment of pain for pediatric trauma patients in the pre-hospital setting and within the emergency department. Previous research has suggested a variety of factors to account for the historical under-assessment and treatment of pain in pediatric trauma patients. Geers' research focused on assessing any improvement in pain management after the Children's Hospital of Wisconsin modified its records and educated its staff. He abstracted data from the Children's Hospital trauma registry, imported it into a database and used Stata to perform a variety of statistical analysis. Geers also participated in the Injury Research Center's summer program where he presented his research. He hopes to take data about the emergency medical services (EMS) component of this project and present it to EMS providers to potentially improve pain management.

"This experience greatly increased my desire to continue performing research, and I hope to use this project as a stepping stone for future work." — Max Geers

Developing Effective Fall Prevention Strategies for an Elderly Latino Population

Erin Hanlin, MCW; United Community Center and the Injury Research Center at the Medical College of Wisconsin, Milwaukee

Physician Mentor: Stephen Hargarten, MD, MPH

Erin Hanlin's fellowship grew out of an interest in learning about global health, working with a Latino population

Community services

and conducting injury-related research. To combine these three areas, she partnered with the Medical College of Wisconsin's Injury Research Center and the United Community Center (UCC), a Latino community center in Milwaukee, to investigate falls in an elderly Latino population. Hanlin's project will serve as the first step in the development of a community-based fall prevention program at UCC. She worked on this project under the guidance of E. Brooke Lerner, PhD, and Stephen Hargarten, MD, both of the Department of Emergency Medicine at Froedtert Hospital, and her community mentor, Angélica Delgado-Rendón, MS of UCC.

"I learned how to face the unique challenges of performing community-based health research and about the unique needs of a Latino community." — Erin Hanlin

Evaluating the Fiscal Impact of Community-Based Clinics for the Uninsured

Justin Houseman, MCW, Bread of Healing Clinic, Milwaukee
Physician Mentor: Barbara Horner-Ibler, MD

During his fellowship, Justin Houseman worked at Bread of Healing, a free clinic for the uninsured. He participated in data extraction for a study with the goal of demonstrating the financial impact a free, community-based clinic like Bread of Healing can have on health care costs in Milwaukee. Houseman also had the opportunity to work closely with and learn from the physicians who volunteer in this setting, allowing him to develop clinical skills such as history taking, physical exams, record keeping and patient interaction. Houseman gained a better understanding of the role a community-based clinic like Bread of Healing has in keeping Wisconsin residents healthy. He also witnessed first hand the health care needs and limitations that challenge the uninsured.

"The difficult stories of the uninsured have given me insight into the complexity of primary care and the effects of living in poverty." — Justin Houseman

Surveying Physician Attitudes toward Hand Hygiene in the Acute Care Setting

Elizabeth Pyne, MCW, Waukesha Memorial Hospital and the Wisconsin Department of Health Services, Waukesha
Physician Mentor: Timothy McAvoy, MD

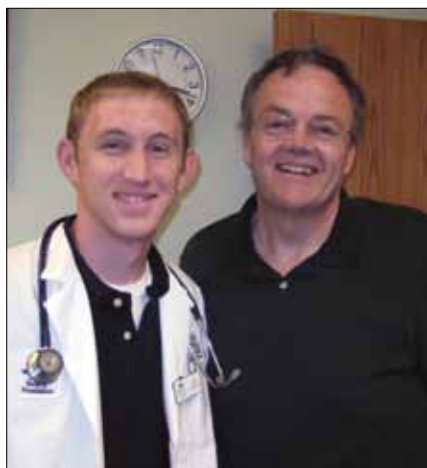
Working in collaboration with the Wisconsin Hospital Acquired Infections Prevention Team (a division of the Department of Health Services) and the Infection Control Department at Waukesha Memorial Hospital (WMH), Elizabeth Pyne developed a survey for physicians at WMH and the Waukesha County Medical Society (WCMS). This survey provided data about how physicians viewed their own hand washing compared to other health care workers' hand hygiene, barriers to hand washing and how to overcome them, and whether they felt they should improve their hand hygiene. The results are being used for educational campaigns about hand hygiene. Pyne shared survey results at a WCMS meeting and will give a presentation at a WMH conference to bring renewed focus on the importance of hand hygiene. She also completed a "Learner's Series" for students through the Department of Health Services that focused on the principles of addressing public health issues.



Erin Hanlin interviews a United Community Center Senior Center client during her fellowship with Stephen Hargarten, MD, MPH.



Anne Becker (left front) poses with a group that visited St. Croix Tribal Health Center to do Head Start physicals.



Sreevalli Atluru with her mentor, John Fangman, MD, medical director of the AIDS Resource Center of Wisconsin in Milwaukee.

Justin Houseman poses with Rick Cesar, RN, the Executive Director of community-based Bread of Healing Clinic, in Milwaukee.

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Creating a Savant Syndrome Registry and Digital Library

David Rebedew, UW; Behavioral Health Department of St. Agnes Hospital, Fond du Lac
Physician Mentor: Darold Treffert, MD

David Rebedew and his fellowship mentor, Darold Treffert, MD, created the largest and, to his knowledge, the only comprehensive registry of savants from around the world as well as the only standardized savant survey instrument. Rebedew analyzed the data and created numerous graphical representations of the findings, which will hopefully be published in the near future. He also shadowed psychiatrists in outpatient, inpatient, acute, forensic and pediatric units, which provided his first true look into what his career as a psychiatrist could entail.

"It not only solidified my desire to continue doing research on savant syndrome but also to practice psychiatry in a rural area." — David Rebedew

Reviewing Out-of-Hospital Cardiac Arrests to Determine whether Endotracheal Drug Administration is Still Needed

Leonid Vydro, MCW; Medical College of Wisconsin Department of Emergency Medicine, Milwaukee
Physician Mentor: Ronald Pirrallo, MD, MHA, FACEP

Leonid Vydro participated in a retrospective review of out-of-hospital cardiac arrests to determine if endotracheal drug administration is still needed. The data analysis found that

introducing a mechanical intraosseous infusion (IO) protocol for cardiac arrest patients reduced substantially the frequency of drugs administered by advanced airway administration, but there were patients who still received drugs via that route, including some patients for whom IO had failed. They concluded that it is still appropriate to have advanced airway drug administration protocols for Milwaukee County emergency medical services (EMS). Vydro's mentor, Ronald Pirrallo, MD, arranged for him to go on an EMS ride-along to help gain perspective on how EMS protocols operate in practice. Vydro also participated in activities of the Injury Research Center Summer Program at the Medical College of Wisconsin and presented his research to physicians through that program. He is submitting an abstract for presentation at the 2011 Society of Academic Emergency Medicine Conference.

Improving Blood Pressure Control with Pharmacist-Physician Collaborative Management

Karlye Rodriguez-Wisdom, MCW; Wheaton Franciscan Medical Group-Wisconsin Avenue Clinic, Racine
Physician Mentor: Jesse DeGroat, Jr., MD

Karlye Rodriguez-Wisdom's fellowship helped her launch a two-year clinical study on the effects of pharmacist-physician collaborative management (PPCM) on blood pressure control in hypertensive patients. During her temporary administrative role with this study, Rodriguez-Wisdom screened patients for eligibility, recruited patients for the study and managed data collection. She also collaborated with health care providers to assess patient educational needs and developed patient education materials, including handouts on hypertension and educational videos for the reception area. The study, which is part of a larger nationwide study, continues at the Wheaton Franciscan Wisconsin Avenue Clinic under the leadership of Jesse DeGroat, MD, Elizabeth Musil, PharmD, and Nancy Kojis, RN.

Be a CHAMP for healthy communities

The Wisconsin Medical Society Foundation welcomes all physicians to be a CHAMP in advancing Wisconsin's health care. CHAMP (Community Health Action via Medical Partnerships) participants work to advance health within Wisconsin communities through action teams of physicians, medical students, other health care professionals, foundations, businesses and public health agencies.

CHAMP teams may take on a leadership role helping to guide grassroots community improvement efforts, and in other communities the teams may provide guidance or input to existing initiatives that could benefit from physician involvement. The goal is to bring together a variety of professionals and local residents to improve community health throughout Wisconsin.

For example, the Northern Wisconsin CHAMP team is focusing on an alcohol prevention project through the Healthy Wisconsin Leadership Institute. The team includes two Society members – Past President Mark Belknap, MD, and Peter Areson, MD – as well as local and state public health professionals. The CHAMP program also assists with established community health efforts such as the Rock County Medical Society's CME event and free community health screening at the Southern Wisconsin AirFEST.

Through its focus on community health efforts, the Foundation serves as a conduit for sharing new and existing programs that work to advance community health innovations. To learn more or to get involved, call Foundation Executive Director Rebecca Thompson at 608.442.3720 or 866.442.3800 or e-mail rebecca.thompson@wismed.org.



CHAMP model illustrating partners that are connected toward health innovation.



Northern Wisconsin CHAMP team—Healthy Wisconsin Leadership Institute participant.

Foundation grant establishes Reach Out and Read program: Expansion on the horizon



Wendy Molaska, MD

Wendy Molaska, MD, wanted to share her passion for reading with the families at Doctors Park Physicians in Platteville, so she turned to the Wisconsin Medical Society Founda-

tion for help. A \$2,000 Foundation grant allowed her to begin a Reach Out and Read (ROR) program in May 2009. Since then, Dr. Molaska has secured additional funding, and the clinic has provided more than 1,100 books to children.

“Initially, other physicians at the clinic were somewhat hesitant about the program because of the perceived extra work and counseling it would entail,” Dr. Molaska said. “Since then, however, all of the physicians, staff members, patients and parents have embraced the ROR program, and I now find my colleagues debating which book they want to give their patients and reminiscing about their favorite children’s books.”

Doctor Molaska first experienced the Reach Out and Read program during her family medicine residency in Minneapolis. This national program makes early literacy a standard part of pediatric care so that all children grow up with a love of books and a love of reading. Pediatric health care professionals encourage parents to read regularly with their children, and at each well-child visit they distribute free developmentally and culturally appropriate books to children from 6 months to 5 years old.

Through this inexpensive, regular intervention, parents learn that reading aloud is the most important thing they can do to ensure that their children enter school ready to learn and poised for future academic success.

“My love of reading probably started with my parents, who I fondly remember reading me bedtime stories,” stated Dr. Molaska. “What I didn’t understand at that point in my life was that not all parents read to their

children, nor did all children have books at home.”

After residency, Dr. Molaska practiced in Colorado where a majority of the patients at the community health clinic lived well below federal poverty levels. She saw a great need for an ROR program and worked to establish one there. The program quickly became her passion, and when she moved to Platteville, Dr. Molaska once again made it her mission to establish the program at the clinic.

The national Reach Out and Read nonprofit organization has more than 3,500 local programs that serve 3 million children and distribute more than 4.9 million books each year. Wisconsin has pockets of individual programs like the one in Platteville but no statewide organization.

Bolstered by individual program successes, several groups are working together to seek funding for a regional director who would represent ROR and oversee program growth and training throughout Wisconsin. The Wisconsin Chapter of the American Academy of Pediatrics (WIAAP) Foundation, the ROR program coordinators at the Medical College of Wisconsin and Dipesh Navsaria, MPH, MSLIS, MD, director of pediatric early literacy projects at the University of Wisconsin School of Medicine and Public Health, are combining their shared passion for the ROR program in an effort to serve more children and families.

In addition, Dr. Navsaria and other ROR advocates are working to pass the Prescribe a Book Act through the Elementary and Secondary Education Act legislation that would appropriate more significant funding each year to Reach Out and Read in Wisconsin.

The Wisconsin Medical Society Foundation is pleased to have provided start-up funding for the successful implementation of the ROR program in Platteville and is excited to see progress toward a coordinated expansion statewide.

For more information on the ROR program at Doctors Park Physicians in Platteville, e-mail Wendy Molaska, MD at wendy.molaska@deancare.org, call 608.348.4330 or visit www.reachoutandread.org.

Get Involved!

Make a donation ... Add a tax-deductible gift to the Foundation when renewing your Wisconsin Medical Society membership or when considering your 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. Even a small donation can be life-changing when combined with gifts from others to provide scholarship assistance or a fellowship experience.

Become an IV League Member ... 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 adviser or give us a call to discuss your interests.

Volunteer ... Contact us for ways to share 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.

Durkee and Thao chosen first recipients of the John D. and Virginia Riesch Scholarship

“The Scholarship Committee did a great job of choosing candidates with the qualities I want to encourage. These scholarships are especially meaningful to me this year as a tribute to Virginia.”

—John D. Riesch, MD

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

We are pleased to announce the first recipients of the John D. and Virginia Riesch Scholarship: Ben Durkee and Ger Thao. These scholarships were awarded in memory of Virginia Riesch, who passed away in April 2010.

Ben attended high school in Brookfield and is in his fourth year at the University of Wisconsin School of Medicine and Public Health. While he has not yet settled on a specific field of medicine, his goal is to be a part of an academic institution and incorporate scientific research and community involvement into his practice. Ben has already demonstrated involvement at the state level through his work with the Wisconsin Medical Society’s Political Action Committee and at the national level by representing Midwest students as a delegate to the American Medical Association (AMA). He has been involved in many other school and community activities while also completing a doctorate in medical physics and the Ironman Wisconsin triathlon—twice!

Ger Thao, a graduate of Green Bay West High School, is beginning her first year in the nursing program at UW-Madison. Moving to the United States as a young child, Ger had the extra challenge of learning a new language and culture. Through diligence and

hard work, she excelled to the point of completing advanced-level classes, including calculus. In her letter of recommendation, Linda Kadingo, math instructor at Green Bay West High School stated, “Ger is a very self-motivated student who strives for understanding of the material because she realizes that if she really understands the material, the grades will take care of themselves.”

Doctor and Mrs. Riesch met when she worked as a registered nurse. They soon discovered a shared passion for learning and educating colleagues and patients. In establishing this scholarship endowment, Dr. and Mrs. Riesch hoped to encourage and assist a medical student and nursing student each year who seek to provide high-quality patient care and share their passion for lifelong learning and educating others.

“I’m very pleased with both Ben and Ger as excellent choices for this first year of our scholarships. The Scholarship Committee did a great job choosing candidates with the qualities I want to encourage. These scholarships are especially meaningful to me this year as a tribute to Virginia,” said Dr. Riesch.

For more information on Dr. and Mrs. Riesch, visit www.wisconsinmedicalsociety.org/foundation/donations/legacies.

Featuring Will Allen, of Growing Power, Inc.

Down to Earth

sowing the seeds for healthy communities

Save the Date!

Fundraising Event

April 7, 2011

330 East Lakeside Street
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Wisconsin Medical Society
Foundation



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