



May

SCAN

2009

State & County Alliance Network

Message from the President

The Wisconsin Medical Society Alliance House of Delegates and Annual Session was held on January 23, 2009 at Greenwood Hills Country Club, Wausau, WI. Those in attendance voted on several key issues for the organization in the upcoming year. Following is a summary of the changes:

- The fiscal and membership years changed from May 1–April 30, to January 1–December 31.
- Due to the leadership roles that have not been filled for this year, it was decided to function instead with a Board of Directors with the following committees:

- Board
- Communications
- Finance
- Legislation
- Health Promotions

The WMSA bylaws changes were approved to reflect the current manner in which the WMSA functions. Special thanks to Kathy Garvey for her work in updating the bylaws and presenting them to the members. This was not an easy task.

Dr. Steve Bergin, Wisconsin Medical Society President, spoke to the group regarding upcoming healthcare reform, state legislative issues, and an update on the IPFCF lawsuit.

The future of the WMSA was discussed as an agenda item. Due to the low number of members and lack of turnover/volunteers for leadership roles on the state level, the question as to whether or not the WMSA should continue into 2010 was raised. After lengthy discussion, the group felt the state organization provides a needed service and is a valuable organization to the active county groups as well as an adjunct partner to the Wisconsin Medical Society. Members present in the discussion felt strongly that the group should continue. Goals were set to increase membership (to be fiscally neutral, the state membership needs to be at or above 300; at the time of the meeting WMSA had 107 state members) and look for new leadership in the upcoming months. A follow-up meeting is scheduled for June 1, 2009. All members are encouraged to give feedback either by e-mail or attending the meeting.

The installation of following 2009 Board Members took place:

- **Board Chair and Communications Committee:** Co-chairs—Sherry Clarke, Dia Zent
- **Finance Committee:** Gina Daly, Chair
- **Legislation Committee:** Jody Larson, Chair
- **Health Promotions:** Chris Iglar, Chair

When the meeting adjourned a few members enjoyed the cross-country/snowshoeing trails at the country club.

Thank you to those who attended the meeting and offered their input on the future of the WMSA. We look forward to seeing you at our next meeting on June 1, 2009. The meeting will be held at Badger Bay Management in Kimberly from 10:00 a.m.–noon. Please call the WMSA Office at 920-560-5624 for more information.

Sincerely,

Sherry Clarke,

Wisconsin Medical Society Alliance State President.



Left to right Kathy Garvey, Chris Iglar, Gina Daly, Sherry Clarke, JoAnn Hennigan, Caitlin Groteluschen, Sarah Krolicki, and Lori Hattenhauer.



Wisconsin Medical Society
Alliance

Fundraiser Donates \$20,000 for the Adolescent Parenting Coalition, Inc.

JoAnn Hennigan, President of the Brown County Medical Society Alliance

The 3rd Annual Doctors In Recital Fundraiser was held to benefit the Adolescent Parenting Coalition, Inc. of Brown County on Saturday, February 14, 2009 at St. Norbert College, Walter Theatre in De Pere, WI. Local Doctors donated their time and musical talents to this event providing a very entertaining evening of a wonderful variety of music. The event raised over \$20,000 for the APC, Inc.

The event was hosted by The Brown County Medical Society and Alliance, Heid Music and Steinway & Sons.

Photos by KCJ Photography.



(left to right) Lucinda Roberts, Executive Producer (Heid Music). Emcee's for the evening Dr. Tom Wilkins and JoAnn Hennigan.



Dr. Don Jenny.



Dr. Mary Frantz and Dr. Genadi Maltinski.



(Left to Right) Performers: Dr. Yoon Chun, Kim Shefchick, PAC, Lucinda Roberts, Dr. Kelly Lynch. Emcee, JoAnn Hennigan.



Beverly Scow, President of APC, Inc.

North Central Meeting, February 6–8, 2009

By Chris Iglar

Thirty-eight people from 10 of the 11 North Central states attended the meeting in Indianapolis, February 6–8. South Dakota was absent and Barb Savage, Iowa, who organizes the event had to cancel due to a family funeral. We missed her, but thanks to her planning everything went very well. It was a good conference with lots of sharing and good ideas as well as some new information. Here is a brief synopsis of what I consider the most relevant points:

Carol Harding Memorial Scholarship Fund

As of February 8, 2009 Dinah Goldenberg, chair of the North Central Committee, had collected \$2,000 in contributions. (This amount has been matched by her widower and retired surgeon, so the fund now totals \$4,000.) By the fall of this year the committee, which also includes Barb Savage, Laurel Weddle, Paula Baum and me, will develop the details of how the scholarships will be awarded. We will most probably award a set amount, \$500–750, and put the rest into an interest bearing account to help fund future scholarships. They will be awarded to first time participants only and will rotate through the North Central States.

AMA Foundation

We raised \$845 through a raffle of three designer totes.

Information Sharing with Hospitals/Medical Societies

In one Indiana county the Alliance asks the hospitals to give new physicians a release form to allow personal information—spouse, home address, phone number, e-mail—to be given to the local medical Alliance. The hospitals had their attorneys check the form and got it approved. It has been quite successful.

Keys to Successful Membership

Successful state Alliances have a strong relationship with their state's medical society. State leaders who regularly reach out to county Alliances with a personal touch and regular communications have more success than those who don't.

Domestic Partner Amendment

The Minnesota Alliance is sponsoring another bylaws amendment that adds a category for domestic partners. The AMA is really behind this! We are asked to give our support, if possible, at the Annual Meeting in June.

Dinner Speaker

Dr. Palmisano, a former AMA president, spoke during the Saturday night dinner. He discussed his book, "On Leadership."

North Central 2010

Next year's NC meeting will most likely be in St. Louis. Minneapolis is a backup. Negotiations are taking place with venues in each location. Tentative dates are February 19–20, 2010.

Thanks for the vote to reimburse me for travel and lodging for this meeting. I think it was very worthwhile.

PSA Update

By Chris Iglar

The Wisconsin Medical Society Alliance is currently marketing two 60 second radio public service announcements that highlight the dangers of underage drinking. The announcements feature spokesperson Wendy Lemkuil, a physician spouse, mother of three and prosecutor for the Brown County District Attorney's office, who eloquently asks adults to be "real parents" rather than "cool parents" by refusing to serve or buy alcohol for teens. This is part of our ongoing health project to spread the word about the dangers of underage drinking.

In early March, the spots were being used by six stations in the Fox Valley and Milwaukee area—thanks to the assistance of Optivision in distributing the ads through their advertising radio contacts. Optivision is co-owned by Dr. Gerald Clarke, physician and spouse of State Alliance President, Sherry Clarke.

If you or your spouse's medical practices have any media or radio contacts, please share them with Chris Iglar at cnigler@yahoo.com for follow-up.

Please go to the website to hear and view the public service announcements at: http://www.wisconsinmedicalsociety.org/publications_and_media/medigram/archive/march_5_2009.

We need your help to encourage potential members to show their support of WSMA. Membership helps us to continue to grow and improve a well-intended project such as this. Membership information and forms are available on the website.

Legislative Update

By Sherry Clarke

The Obama administration has set a deadline for putting a bill together for healthcare reform by August. The goal is to sign something into law by November. What does this mean to the medical community? In simplest terms, it means that we (physicians and the Alliance) need to be involved with the decisions being made on our behalf by our legislators. Well intentioned but poorly informed short-term decisions made by our policymakers could have long-term consequences for patients and physician practices. Therefore; it is important for us to become actively involved in the debate.

The goals outlined in Obama's budget proposal to Congress include: (1) protecting families' financial health, (2) making health coverage affordable, (3) aiming for universality, (4) providing portable coverage, (5) guaranteeing choice, (6) investing in prevention and wellness, (7) improving patient safety and quality, and (8) maintaining long-term fiscal sustainability.

The AMA website has an entire section devoted to education, updates, news events and even a place to sign up for ACTION Alerts that notify you when you need to contact your legislator. Go to: www.AMA-assn.org to find out the most recent decisions and progress on this important issue. Get to know your local, state and national legislators. Have a dialogue with them regularly—they need to hear from you so that they understand the full "picture" of what, who, and how their decisions are affecting citizens.

Regarding the IPFCF WMS lawsuit filed against the State—the state took \$200 million dollars from the Injured Patients Family Compensation Fund (IPFCF) in 2007 to balance the budget. The IPFCF was established as a trust to pay malpractice claims that exceed the physician's primary layer of malpractice liability insurance. The Fund, along with other tort reforms in the state have helped to stabilize the medical liability environment in Wisconsin and helped to draw high-quality physicians to the state. In March 2009, the Wisconsin Medical Society filed an appeal with the Wisconsin Court of Appeals to overturn a ruling made in the Dane County court. The court's decision upheld the 2007 raid on the Fund. In his statement, Judge Nowakowski ruled the Society does not have a property interest in the Fund to prevent the State from taking the money. Physicians and other healthcare professionals contribute to the Fund and, as the WMS contends, have a property interest in preserving the Fund for its intended purpose—to pay for claims of injured patients and their families.

The lawsuit may take two to three years to make a decision, and since the cases result could affect the integrity of the Fund and the quality of healthcare in Wisconsin's future, it may be ultimately appealed to the Wisconsin Supreme Court. More information can be found on the Wisconsin Medical Society webpage: www.wisconsinmedicalsociety.org.

Health Project Grants Awarded

By Chris Iglar

The Wisconsin Medical Society Alliance recently awarded health promotion grants of \$375 each to the Brown and Marathon County Alliances for health projects. Brown County's project, Doctors in Recital, is a yearly fundraiser that features area health care professionals' musical performances at a local theatre with the proceeds going to a designated local charity. Marathon County's project is a new partnership with the Bridge Community Health Clinic for the uninsured. The Marathon County Alliance will be focusing on dental health (as a part of general health) by funding free toothbrushes, toothpaste and floss for the clinic's clients.

Applications were reviewed by the State Alliance President (Co-chairs), President-Elect, Treasurer, Health Promotion and Legislative Chairs.

Annual American Medical Association Alliance House of Delegates: June 13–15, 2009, in Chicago!

If you are a member of the AMAA (there's still time to join if you aren't—dues are \$40 per year), make plans to attend the annual House of Delegates June 13–15, 2009 at the Chicago Marriott Downtown. Wisconsin needs interested members to be voting members at the session. Our votes do count. Last year a few resolutions and changes to the bylaws were only a few votes away from having a majority. The Wisconsin delegation consists of 3 people; if we fill our available delegate seats our votes can make the difference in the results. More details on the meeting and joining the AMAA can be found on the AMAA website: www.amaalliance.org, or call the WMSA office at 920-560-5624.

Upcoming Events

June 1 Alliance State Meeting – Badger Bay Management, Kimberly

June 13–15 AMAA Annual Meeting – Chicago

October 4–6 AMAA Leadership Development Conference – Chicago

For more information on these meetings, please contact the WMSA Office.

Wisconsin Alliance 2009 Board and Committee Chairs

Board Co-chairs

Sherry Clarke
Dia Zent

Communications

Sherry Clarke
Dia Zent

Finance

Gina Daly

Nominations

Chris Iglar

Legislation

Jody Larson

Health Promotions

Chris Iglar

AMA/Wisconsin Medical Society Foundation

Chris Iglar

Grants

Kathy Garvey

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**If so, please contact the WMSA
Office at 920-560-5624 or email
Karen@badgerbaymanagement.com.**

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Wisconsin Medical Society
Alliance

