

Wisconsin Alliance Board 2002-2003

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The State and County Alliance Network (SCAN) is the official publication of the State Medical Society of Wisconsin Alliance. Articles submitted should be typed and are subject to editorial review and changes. For more information, contact Kathy at the Alliance office:

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MESSAGE FROM THE PRESIDENT



Time Flies

By Kathy Garvey

I wish to start by telling you just how important you are to our state and national organization!

Without you there would be no Alliance. It has become even more important for each of us to reach out to support each other as our nation deals with the world events of the Columbia disaster, the unrest in the middle east and Korea along with our normal everyday challenges.

I have felt honored to serve as your state president this year.

Wisconsin's Alliance is continuing its proud 75 year history of public health initiatives surrounding violence, organ donation, teen pregnancy, and most recently bullying, tobacco initiatives, and making others aware of Health Literacy. Scholarship money generated has created an impact on those attending medical schools and those gaining financial aid in allied health careers. Legislators are beginning to be more comfortable in dialogs with members about issues pertaining to the medical field and patient care.

How do we get the word out on who we are and what we do? We are starting with who we are. Updating our bylaws pointed out how we need to start with a firm foundation. The WI Medical Society changed, starting with the name they use to do business. We need to change with them. Our national organization, the American Medical Association Alliance voted in June to add new

categories of members to who we are. They have also empowered the AMA Alliance Integrated Marketing Communications Advisory Committee (IMC) to help with membership and communication strategies at all levels of the organization. In order to do this they asked members and non-members to contribute ideas through a survey. Outcomes of the survey will be addressed in another article.

Last year in Chicago at the House of Delegates a proposal was passed allowing physician spouses to be national alliance members as well as AMA members. We will be voting to allow them to become state alliance members also. Bylaws changes allow us to accomplish frequently changing business through a protocol book that will be discussed at the annual meeting.

I can't believe how fast the year has gone. I have traveled a lot. I have been treated with such warmth and hospitality. I wish everyone could have the chance to share in ideas, newsletters, and ways that other Alliances do business.

In closing, I'd like to remind you that it is time to submit reports, grant applications, pay federated dues, examine where we are with foundation funds, get your county baskets together, finish projects, and plan for convention. We need to be there for each other in time of need, as you are here for the Alliance in its time of need. Let me know if you are interested in attending the national annual meeting in Chicago in June. I look forward to seeing you at the WI annual meeting in Madison April 11 and 12!

What is Unified Membership?

Unified means you belong to the county, state and national alliances. Belonging to all three branches of the Alliance "tree" keeps it healthy and growing. Now more than ever, unified membership is needed.

First, AMA Alliance operating costs, particularly the cost of postage is increasing. At the same time membership is decreasing. Some 100,000 members belong to county Alliances, but only 35,000 belong to national, so the AMA Alliance is not only missing out on the financial support that would come from approximately 60,000 members, it is missing their experience and talents.

We bill from state, but list county, state, and national dues separately. If you have not joined the AMA Alliance yet, I ask you to join now. The dues are \$25 per year until July 1, 2005 and then they are proposed to increase to \$40—the first raise in 11 years. Help us continue the work of the Alliance: building healthy communities all across America and supporting the family of medicine. We are the right group to carry out this mission.

Your National Dues

- Pay for health education materials, such as the new bullying booklet and "Talk to your Kids about Bullying" bookmarks
- Pay for AMA Alliance Today, the national magazine
- Pay for Newsline (Printed and on-line)
- Pay for Horizons, an on-line newsletter for resident spouses
- Pay for the Project Bank, which contains more than 500 state and county ideas
- Help pay for Confluence I and II, the annual leadership conferences held in Chicago
- Are the financial base for the present and the future

NATIONAL TV-TURNOFF WEEK APRIL 21-27, 2003

Why not actively participate with your State Medical Society of WI Alliance and the WI Medical Society on a state health project. Voluntarily turn off your television sets from April 21-27 and rediscover that your life can be more rewarding, healthy, and constructive—even informed-with more time and less television. This is the ninth year for the Turnoff-TV campaign.

The AMA Alliance and the AMA have signed on with other health oriented organizations to help promote with other community groups and schools the National TV-Turnoff Week April 21-27. The week is organized by TV-Turnoff Network, a nonprofit, nonpartisan organization that promotes healthier lives and communities by encouraging Americans to dramatically reduce the amount of television they watch.

"TV-Turnoff Week offers a great opportunity to take a break from the violent offerings and pursue some new or old hobbies or volunteer activities", says Kathy Garvey, president of the State Medical Society of WI Alliance. "There are so many more healthy activities than spending four hours of television viewing a day for our children, families, and communities".

US Surgeon General Dr. David Satcher says about this issue, "We are raising the most overweight generation of youngsters in American history. This is about saving lives."

Why turn off the TV?

According to the TV-Turnoff Network, TV cuts into family time, contributes to unhealthy lifestyles and obesity, and can harm our children's ability to read and be successful in school. Here are some facts:

The average American child sees 200,000 violent acts on television by age 18.

On average, children in the US will spend more time in front of the television (1,023 hours) than in school this year (900). Forty percent of Americans frequently or always watch television during dinner.

Research by Tom Robinson, MD, of Stanford Medical School created a school-based intervention to help kids cut back on their television and video time. He conducted an experiment involving students in two demographically similar schools in CA. Students in one school participated in his intervention; students in the other did not.

His study found that not only did the students in the test school watch less television, but they also acted less violently, maintained healthier body weights, and reported wanting fewer toys than their peers in the control school. These findings suggest that reducing television time discourages violence, encourages better health, and helps to remove kids from some of today's pervasive commercialism.

How can you get involved?

TV-Turnoff Week follow-up surveys found that 80% of participants reduced their viewing as a result of their seven-day hiatus.

As an Alliance leader or MD, you can participate in the 2003 TV-Turnoff Week by asking your family and/or patients to say no to television and yes to family time. Imagine what you can do with all the extra time—go biking, play soccer, walk, read, or simply talk. Also, encourage patients and other members of your community to order a copy of the *TV-Turnoff Network 2003 Supplement*, which includes facts, figures, sample press releases, pledge cards, and more. To order, visit TV-Turnoff Network at www.tvturnoff.org. Finally, distribute the AMA Alliance publication, *Monitor the Media: Television Violence* to your clinics, practices, local schools and libraries. This brochure contains startling statistics and provides insight into what is really coming into your living are through your television set. To order, call the AMA Alliance at 312-464-4470 or order online at www.Ama-assn.org/alliance. The brochure costs \$4.25 per 25 copies.

Your groups could sponsor poster contests of "What do I do When I don't watch TV" or

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WISCONSIN MEDICAL SOCIETY HEALTH POLICY SUMMIT 2003

By Carol J. Harding
SMSW Alliance Health Promotions Chairman

I had the opportunity to attend the Wisconsin Medical Society Health Policy Summit of 2003 along with more than sixty three physicians and members of health related groups. Guest speakers included Governor Jim Doyle, Lt. Governor Barbara Lawton, Senator Alberta Darling, Assembly Representative John Gard, Medical Society Legislative Council Moderator Mark Grapentine, JD, WMS Vice-President Advocacy and Policy Alice O'Connor. Legislative Roundtable discussions were lead by Senators Alberta Darling, Jon Erpenbach, Bob Welch and five State Assembly Representatives. Issues and questions pertained to Wisconsin Medical Society's Top Ten Legislative Priorities.

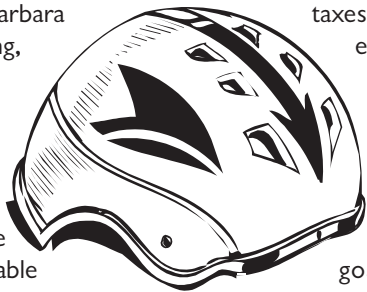
Please go online to Wisconsin Medical Society.org and read the articles in "Your Doctor, Your Health", Winter 2003 Vol. 2 no.1 to learn more about these issues and how to contact your legislator.

Health Care Access

Advancing access to quality health care for all Wisconsin citizens is a priority of the Wisconsin Medical Society and has been for over 160 years. The WMS formed a Health Care Reform Task Force in 2002. Legislative priorities include deciding which health funding sources best serve patient needs, focusing on the affordability and availability of prescription drugs.

Medical Assistance Funding

Physicians donate their time and skills to treat patients on Medical Assistance, but to continue doing so, their operating costs need to be fairly reimbursed. Inadequate funding of Medical Assistance results in decreased access to health care for the poor, the disabled, children and the elderly and has been labeled a "hidden tax" on Wisconsin businesses. ER visits brand name prescription drugs and



other services should all be explored for potential cost savings and reform. Currently, the Medical Assistance reimbursement covers about half or less of what it costs to treat each patient, not including physician time. Over 10% of Wisconsin's population depends upon the state for their health care. Governor Doyle will not recommend raising taxes but does not want to cut necessary programs including health care funding and the Medicaid program. Adjustments in Badger Care may be necessary. Wisconsin is one of the highest tax paying states. Governor Doyle has positive goals for health care issues.

Tort Reform

We must maintain and improve Wisconsin's excellent medical insurance marketplace by protecting the current \$410,000 cap on non-economic damages in medical malpractice actions, which have helped keep medical malpractice liability premiums affordable and preserve patient access to health care. Doing so would prevent the liability crisis now occurring in other parts of the country, where patients are losing access to care.

Mental Health Parity

Another priority is to end insurance discrimination against diseases of the brain. Coverage for mental health disorders and drug abuse treatment should be equal to that of physical illnesses, if insurance benefits are provided.

Tobacco Prevention Funding

needs to be supported by the medical community. Taxpayers lose a fortune in Medicaid and Medicare costs to care for sick smokers. Investing in tobacco control and prevention will lessen that burden, prevent illness and promote healthier lifestyles. In the budget reform bill, the legislature agreed to spend \$25 million annually on tobacco control activities in years to come.

Wisconsin Children's Initiative

Raising the cigarette tax by 85 cents per pack

Society Label Policy Protects Members' Privacy

By Eric Ostermann, W.M.S.- VP,
Membership and Professional Services

Mailing lists and labels for physicians can be obtained from a variety of sources, including the state Medical Examining Board and national clearinghouses. Few of these sources have established guidelines for selling information - and regularly provide lists and labels directly upon payment. Although Wisconsin physician information can be obtained from these and other sources, it is recommended we develop a more defined and limited policy to protect our members' privacy. The Society therefore recently adopted a formal policy on distributing lists and labels. The policy now states:

- Requests must be submitted in writing and include a copy of the material to be mailed out and be made or sponsored by current member.
- Lists and labels can be used to publicize continuing medical education opportunities sponsored by a credentialed organization. Lists and labels may also be approved for the following requests: facilitate peer-reviewed medical research; or distribution of peer-review and approved medical guidelines and recommendations.
- County medical society officers may request a list or labels for their own county, regardless of the purpose. They cannot request additional counties' information unless approved by the other counties.
- Requests to notify physicians of a new physician practice will be honored only when the requestor is a member.
- Requests for lists and labels to seek charitable donations, and requests to sell products or services are not to be honored.
- All requests must be used for single purpose or event and the information can not be duplicated or re-produced.
- Lists and labels will be provided on paper, not electronically, unless such request is otherwise

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Community Welcoming Program

As a benefit of membership, the AMA Alliance, AMA Medical Student Section and AMA Resident/Fellows Section have joined forces to provide housing opportunities for fourth-year medical students who are AMA members as they interview for residency. The program was created to help students cut down on interviewing costs, get to know the community surrounding their potential residency program, and introduce them to the local medical society and Alliance.

Through the Community Welcoming Program, students can expect a one-or-two-night stay in an Alliance member's home. WI is one of 16 states participating in the program. As an Alliance member, you can sign up to be a host volunteer, please contact Kathy Mohelnitsky if you are interested in hosting a students looking at your community.

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Calendar of Dates and Deadlines

- March 30** Doctor's Day
- March 31** AMAA membership dues deadline for all members
- April 10** WMS Foundation Scholarship Charity Roast-Madison- Monona Terrace
- April 10** AMA Foundation Auction Baskets due at State
- April 11-12** 75th Annual State of WI Medical Society Alliance Meeting- Madison
- April 20** Resolutions for 2003 AMAA Annual Meeting due at AMAA
- June 15-17** AMAA Annual Meeting- Chicago
- June 30** County Lists due to State for who dues letters will be sent to

WISCONSIN ANNUAL MEETING

By *Kathy Garvey*

We hope you will join us for our annual meeting April 11 and 12 in Madison. See the form on the back for registration materials. The convention committee has come up with a great line-up. Besides doing our usual by-laws updates, we will celebrate 75 years with a keynote history selection by Jocelyn Riley. Ms Riley does a costumed one-person dramatization portrayal of Belle Case LaFollette. LaFollette was a lawyer, writer, speaker, and leader in the American suffrage movement. She was married to Robert M. "Fighting Bob" LaFollette. They were fighters for many progressive era reforms, were the parents of four children and were political and family partners all their lives.

We will learn more about legislative issues and will work with a legislator who will give us helpful hints on passing pertinent information on medical issues and their effects in order to get results. We will have lots of bylaw changes, too. Instead of publishing all the bylaw changes in this newsletter, please view the old and new bylaws on the website at wisconsinmedicalsociety.org. Call Kathy Mohelnitzsky at 1-800-762-8972 if you need copies sent to you. If you have a resolution you want passed before taking it to National,

please get it to me as soon as possible. We will have the installation of officers, including Linda Minnihhan as the next president.

Saturday incorporates learning in health arenas and a time-out for us. First a representative from the NICoteen project will explain their program, along with "Baby-Think-It-Over." The NICoteen Program is a comprehensive smoking education program that explores the physical, mental, social, and financial consequences of smoking. The Baby Think it Over Program offers a parent simulation so youth experience the emotional, social, and financial demands of parenting.

We will then go to the L'Toile Restaurant where we will be able to experience menu planning with their chefs, who use locally grown organic produce and the French technique. They will serve us a great lunch followed by a private cooking class.

If you are able to be in Madison on Thursday, we are invited to a Roast of Dr. Tim Flaherty, a long-time medical society physician and activist. This dinner is accompanied by an auction when our county baskets are included. We do hope to see many of you there-for one or both days. It should be a fun time!

MEMBERSHIP

By *Lynette McCool, Vice President, Membership*

The Alliance Leadership confluence in Chicago October 6-8, 2002 was everything that I heard about and more. I met inspiring Alliance members from all over the country. We shared ideas, accomplishments and challenges. Thank you for allowing me the opportunity to attend this informative and motivational forum.

The speakers and staff were very good. I especially was impressed by the enthusiasm of Jeffrey Wigand, PhD in the session Living in a Smoke - Free America. Dr. Wigand, the original "Insider" who blew the whistle on the tobacco industry,

continues to speak out on the dangers of smoking. This fight is not over and we need to continue to help reduce teenage smoking.

One of the biggest challenges facing our alliances is retaining members and recruiting new ones. Each county should have a membership chairman and a membership committee to aid him or her. We need to divide the workload so that one person is not doing everything. If you have not already done so in your individual counties, a data base needs to be developed of everyone who is a member of your alliance as well as a list of potential members. This would include past members that have not renewed. This information needs to be updated semi-annually or at least annually. In addition to name, address and phone numbers, E-mail addresses would be helpful to

AROUND THE STATE WE CARE:

Brown County

Ginny Reckard-Brown County had a very successful Wine Premiere auction fundraiser and Put together lots of packets for SAVE. They will be growing to include private schools next year. A few of the books their book club is reading are *Tales of a Female Nomad* by Rita Golden Gelman and *Tending Roses* by Lisa Wingate. They have had a health issue luncheon dealing with teen pregnancy in Brown County and we can get healthy ourselves taking a yoga class.

Marathon County

Gina Crispell and Jamie Swift-We had our popular new member brunch, had a shower for The Women's Community and passed out Hands Are Not For Hitting Books during SAVE and we decorated a tree for the Hospice program fundraiser, "Festival of Trees". We made over \$6500 for allied health scholarships with our Christmas auction. For Doctor's Day we are inviting legislators and are having an appetizer/dessert party at the new YMCA lodge. We will Turnoff TV in April and have an installation brunch in May. "Moms, Pops, and Tots" is still being offered along with monthly "Funlunches" for social events.

MEMBERSHIP, *continued from page 4*

reduce mailing expenses in the future. This updated list needs to be sent to our Wisconsin Medical Alliance by May 1 of each year starting this year in order to make certain that we are reaching every potential member when billing statements are sent. There might be some potential members that are just waiting to be asked to join. This year we are planning to send statements out in May in order to give everyone more time to join their county, state and national chapters.

There were numerous ideas on how to increase and retain members presented at Confluence. I would like to invite you to attend the WI State Alliance meeting in April to discuss these ideas and share your own successes.

Milwaukee County

Donna Vincent-Our members participated in a Breast Cancer Show house at the beginning of the year, as well providing some very necessary things for the Special Needs Childcare Program at LaCausa. It matches children with special needs to childcare providers at no cost while facilitating access to local community service agencies through a variety of services. Trained care coordinators link parents to specialized medical, financial and other community support services.

Currently, we are out of the Activity Book Series, "Hands Are NOT for Hitting." It was a very popular project and we will be ordering more to distribute in the ER waiting rooms and at different schools in our area.

The Medical Information cards continue to be a favorite with the older patients at various physicians' offices. I will look into the Organ Donors card and the Antibiotics card. Lastly, we have really tried to connect with a support system for our members. We continue to offer rides to our older members who do not drive, as well as a phone tree to distribute information.

We will be attending a luncheon in March to support Goodwill Industries. I am going to try to tie in a fundraiser for The Greater Milwaukee Free Clinic on the same day, as we had to cancel our annual Harps and Holly due to lack of interest this year. We are hoping to generate a few donations for Kathy Schneider for the clinic by doing so.

Tri-County

Melanie Weiss- Activities have involved learning about End Of Life Decisions, sponsoring SOS Players in February, a tour of the Free Health Clinic and talk by Dr. Steven Weiss in March and in April there will be a home tour and class on Faux Finishing. They continue work with Baby-Think-it-Over and since the factory is there in Eau Claire, they have shared information on the Nico-teen project.

Integrated Marketing Committee

By Kathy Garvey

The AMAA surveyed members, past members, and non-members this fall. Some of the outcomes of the survey were:

- Two primary components of the Alliance were overwhelmingly important: community-oriented health promotion and support for medical families.
- Support is about meeting members needs at each stage of life-training, young families, working professionals, volunteer moms, retirees-the whole spectrum.
- Our unifying identity is community-oriented health education, not necessarily SAVE.
- County Alliances don't feel very connected to national. They are focusing on local health issues. This connection may be our biggest challenge.
- Legislative action wasn't mentioned nearly as much as fellowship, but it is a critical component of supporting the medical profession.

Society Label Policy..., *continued from page 3*

approved by the Membership Committee.

- We will honor those individuals who have requested not to have their information shared.
- Lists and labels will be based on preferred mail address, as identified by the member.
- There is no charge to a county medical society for a list of their members. All other requests for lists will be charged a fee. All requests for labels will be charged; members receive a discount.
- Requests beyond these guidelines will be reviewed on an individual basis.

NATIONAL TV-TURNOFF WEEK...

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connect with school programs to help sponsor winners' parties at the end of schools' four week program of "More reading, less TV", a program based on burying TV with strips of bright paper listing names of books read that week or poems written.

YEAR-ROUND IDEAS TO BREAK FREE OF TV

- Move the TV to less prominent locations in the home.
- Hide the remote
- Remove the set from your child's bedroom (It draws kids away from family activities and distracts them from homework, thinking, reading, and sleeping.
- Keep TV off during dinner. Meals are ideal for talking
- Place clear limits on TV viewing to ½ hour per day or 1 hour every other evening. Explain your rules in positive, concrete terms.
- Avoid using TV as a babysitter. Involve children in household activities and meal preparation. Give them an opportunity to help out.
- Designate certain days of the week as TV-free days
- Don't use TV as a reward. This increases its power and can lead to conflict over its use.
- Listen to your favorite music or the radio instead of using a TV as background noise.
- Cancel your cable subscription. Use the monthly savings to buy a game or good book.
- Don't worry if children claim. "I'm bored" For children, boredom often leads to creativity.
- Don't let the TV displace what is important: family conversation, exercise, play, reading, creating, thinking, and doing.
- Consider living without television. Once you're TV-free you'll wonder how you ever had time to watch so much.

WISCONSIN MEDICAL SOCIETY HEALTH POLICY SUMMIT 2003

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for minors would hopefully have dramatic long-term effects in reducing the number of future adult smokers. Extra revenue could be used for public health education and programs and Medicaid.

Bicycle Helmets

Every day, our trauma doctors see the devastating effects of injuries that could easily be prevented through seatbelt and bicycle helmet use. Bicycle helmets should be required for kids under age 16. Parents should require helmet usage. Helmet laws prevent serious head trauma to vulnerable young people and have been demonstrated as the single most effective way to get helmets on kids' heads.

Primary enforcement

Each year more than 9,000 Americans lose their lives in motor vehicle accidents simply because they failed to wear their seat belts. Wisconsin's seat belt law should be strengthened by allowing law enforcement officers to stop motorists if the only infraction is failure to obey the seat belt law. Wisconsin stands to receive over \$5,000,000 in federal funding if a primary enforcement law is enacted. 2002 was a deadly year on Wisconsin's highways, with alcohol playing a major role in the death total. The drunken driving death rate in Wisconsin has risen 19% in the past 2 years. This is the first time in the past 20 years that Wisconsin has exceeded the national average. The drinking level in Wisconsin may be lowered to 0.08.

Privacy

Patient medical information should not be released without the patient's consent, protecting the privacy of patient medical information from government intrusion. The \$60 annual physician fee for state collection of outpatient clinic data should be repealed. This

physician "tax" singles out one health care discipline to fund a statewide program of questionable merit.

Patient Safety

Protection of patient safety and avoid increased medical errors and health care costs. The WMS opposes unsupervised anesthesia administration by independent certified registered nurses. They do not believe psychologists should be allowed to prescribe drugs. Expanded occupational therapy and chiropractic scope of practice regulations should not be allowed. They also oppose optometrist kindergarten eye screening in addition to routine pediatrician wellness checkups.



Many suggestions and ideas were voiced by our legislators and questions and discussions voiced by physicians. Physicians need to be more involved and have a greater voice in legislation and show our communities that they care about the health care of our citizens. Governor Doyle and other legislators gave a positive response to health care issues. Following the summit agenda, participants were able to meet with their legislators at the Capitol. As a representative of the SMS Wisconsin Alliance, I certainly gained a perspective as to the health care issues affecting the people of Wisconsin and the medical community. We need to encourage our spouses to join the growing ranks of physicians who are working hand-in-hand with the Wisconsin Medical Society to increase the strength of their voices. I encourage all of you to continue to promote health in your communities. Thank you for all you do.

WISCONSIN MEDICAL SOCIETY ALLIANCE ANNUAL MEETING

SAVE THE DATE

75th ANNIVERSARY

Friday April 11, 2003
Saturday April 12, 2003
Madison, Wisconsin

Catch up with friends! | Pick up new skills! | Vote! | Have fun! | Take a cooking class at L'Etoile! | Eat! Let us introduce you to our new web site. | All State Members are invited.

Hotel information

Hilton Madison-Monona Terrace
 15 E. Wilson Street
 608-255-5100/800-403-8838
 Room Charge: \$131.00
 The deadline for reservations is March 10, 2003
 For more info: www.hilton.com
 Group code "STE"

Directions to Wisconsin Medical Society Office Building:

Coming from the North: Take I-90 E. Toward Janesville, merge onto US-18, West Beltline Highway, US-12, via exit number 142A toward Madison. Exit John Nolen Drive, take John Nolen Drive to Lakeside Street (3 stoplights) and turn right. The society is one block in on the left.

From Milwaukee: Follow (94) to 12/18 West. Exit John Nolen drive, take John Nolen Drive to Lakeside Street (3 stoplights) and turn right. The society is one block in on the left.

Hilton Madison Monona Terrace Hotel: Same directions as above, except when you exit John Nolen drive, go 3 miles to Wilson Street and turn left. Continue 1 mile on Wilson Street, the hotel will be on the left side.

Wisconsin Medical Society Alliance Annual Meeting: April 11-12, 2003

Please fill this out and return with your check, made payable to SMSWA no later than March 27, to SMSWA, 330 Lakeside Street, Madison, WI 53715.

Name: _____

County: _____

Position: _____

Meeting Fee:

Friday:
 _____\$30.00

Saturday:
 _____\$70.00

- Friday coffee, pastries, lunch and cooking class included
- Thursday Banquet/dinner not included
- Hotel not included

If you would like to attend the Wisconsin Medical Society Foundation Roast and Silent Auction, please make that check out to the Wisconsin Medical Society Foundation in the amount of \$50 and include your check with the registration form for the Alliance Annual Conference.

You must make your own hotel reservations.

Thursday, April 10, 2003
Monona Terrace (optional)

6:30 p.m. Wisconsin Medical Society Foundation Roast & Silent Auction.

Registration Fee: \$50.00 (state baskets auctioned)

Friday, April 11, 2003
Wisconsin Medical Society,
 330 E.Lakeside Street

8-8:30 a.m. Coffee, pastries & Registration
 8:30-9:00 a.m. Board Meeting
 9-11:00 a.m. House of Delegates (changing bylaws)
 11-12:00 p.m. Elections/ Installation
 12:00 p.m. Lunch (catered)
 12:30 p.m. Keynote speaker Jocelyn Riley (portraying Belle Case LaFollette, Wisconsin suffragette)
 2-3:00 p.m. Legislation Workshop
 3-4:30 p.m. Open Forum & Web Page & Idea Exchange
 6:00 p.m. Wisconsin Medical Society Inauguration and joint Alliance party

Saturday, April 12, 2003
Monona Terrace,
 15 East Wilson Street

9:00 a.m. Board Meeting/ speaker. Topic to be announced

Wisconsin Medical Society
 330 Lakeside Street, Madison

11:30 a.m. "Menu Planning"

L'Etoile Restaurant
 25 North Pinckney Street

1:00 p.m. Lunch at L'Etoile
 1:30-3:30 p.m. Cooking class at L'Etoile

(Open to non-members accompanying spouses to the Medical Society meeting if space is available.)

Wisconsin Alliance Board 2003-2004

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Linda Minnihan

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Vice-President

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Secretary

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Kathy Schneider

Past President

Kathy Garvey

LEADERSHIP CONFLUENCE II

By Linda Minnihan

Approximately 200 alliance leaders from around the country and I attended Confluence II in Chicago in February. It is the nationally sponsored leadership program designed for county and state officers.

Some of the programs I listened to include: Membership Development: This program talked about how alliances have to analysis why people join organizations. Reasons might include social networks/friendships, networking, volunteering, and support. New members need to be asked to come and then be mentored.

Living in a Smoke-Free America. Dr. Wigand, who worked for a tobacco company, became aware of papers revealing how deadly cigarettes and second hand smoke are, and was the original "insider" who exposed this knowledge to the public was the speaker. He spoke about how the brain receptors that associate smoking with pleasure, will always be there, even if a smoker quit twenty years ago. It was noted that milligram for milligram, nicotine is 10 times more addicting than heroin.

The advertising budget for nicotine products is \$30 per person in the US. 30 % of three-year-olds can identify Joe Camel and associate him with smoking. He stated that 5,000 children per day start smoking usually at age 12. 55,000 nonsmokers die from smoke related illness per year. Many childhood illnesses in children of smokers are increased.

Dr. Wigand's premise is that: The liberty of innocents shouldn't be usurped by the liberty of those doing harm.

Legislation: Ross Bubin, JD Vice President of Legislative Activities for the AMA spoke on the need for tort reform. He spoke about the droves of physicians leaving medicine due to the high price of insurance. If something isn't done soon, high-risk mothers will not be able to find physicians except in university setting willing to treat them.

He stated that Wisconsin in only 1 in 5 states not at crisis levels. Yet even in Wisconsin, physicians are leaving their practices due to the insurance premiums. People need to be contacting their legislators, with their stories, and supporting AMPAC and WISPAC which are the legislative lobbying groups for the AMA and WMS

There were also sessions on developing Dynamic Boards/Planning Effective Board meetings, Parliamentary Procedure, and What Spouses need to Know about the Business Side of the Practice of Medicine.

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SCANS
SPRING 2003

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