

### Wisconsin Alliance Board 2003-2004

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The State and County Alliance Network (SCAN) is the official publication of the Wisconsin Medical Society 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

By Linda Minnihan

I hope you are having a wonderful winter and that you are participating in your county alliances. The state alliance has been busy on various fronts. We have set up a grant, which is available to the counties for health projects.

We have also been busy with legislative issues and as you all know, your efforts have paid off and the Patient Compensation Fund is preserved under a different name. We are very grateful to all of you for your hard work on this issue.

The state alliance is in the process of creating a strategic plan. An abridged version of the plan is printed elsewhere in this newsletter. The ideas have been gathered and we are working on putting together a plan to implement. That said, we are very open to hearing your thoughts and suggestions on what can be done to meet the needs of the individual alliance member, as it is you that makes the alliance thrive and we want and need each of you to be involved. Please contact us, as your views and involvement are important to us!

Below are some of the activities going on at the state and national level. We welcome and want your involvement and attendance. Please know we would love to have you attend. Remember that strangers are just unmet friends!

The AMA Alliance Confluence 2 is held the first week in February. Chris Iglar, the president elect is attending. We would like the board members from the various counties to be aware that they too are eligible to attend. The annual meetings and confluences are very informative, and one returns energized with lots of new and creative ideas. If you are interested in attending one of these meetings, please let us know. We are always looking to get more people involved at the state and national level. Your involvement is important to us and we will work with you to make it happen.

The other February event is on Feb 27-29 in Minneapolis, MN. This is the North Central

States Alliance Leadership Development Conference. Anyone is welcome. You do not need to be a county board member. We will be staying at the Mall of America Grand Hotel. If you are interested in attending, or want more information, please email or call Kathy Mohelnitzky, Chris Iglar, or myself. This is a great opportunity for alliance members to get a taste of what goes on at the national level. Shopping time will be allotted too!

In April we have our Annual Meeting scheduled for Friday, April 2 in Madison. Please mark your calendars now to save the day. It will be an informative fun day. Each of you are welcome. Bring you fellow alliance members and come down in carloads! It would be great if each county could bring at least 10 members! Let's see which county brings the most members!

## MISS WISCONSIN TO SPEAK AT ALLIANCE ANNUAL MEETING

Miss Wisconsin, Tina Sauerhammer of Green Bay, is scheduled to speak at our state alliance annual meeting scheduled Friday, April 2 in Madison. Ms. Sauerhammer, who graduated from the University of Wisconsin Medical School last May, has been promoting organ and tissue donation during her statewide reign.

The annual meeting schedule is being finalized as this issue of SCAN goes to press. The 2004 meeting will feature the annual business meeting, an overview of the strategic planning our state alliance began last fall, a legislative information session, installation of new state officers, lunch and, of course, the featured speaker, Ms. Sauerhammer.

Alliance members can also opt to attend the Wisconsin Medical Society Foundation dinner, Thursday

*continued on page 2*

## MISS WISCONSIN TO SPEAK AT ALLIANCE ANNUAL MEETING,

*continued from page 1*

evening with an overnight stay at the Madison Hilton. Convention schedules and registration forms will be mailed out soon.

Attendance at the annual meeting has been dropping and this year's board is hoping that the chance to meet Ms. Sauerhammer and take care of all business in one day will bring more alliance members to Madison on April 2.

The current Ms. Wisconsin is a very special young woman. She attended Green Bay Montessori Children's World and had earned her high school diploma by the age of 14. She then attended the University of Wisconsin - Green Bay and graduated at the age of 18. An aspiring pediatric surgeon, Ms. Sauerhammer received \$39,000 in prize money when she became second runner-up at the Miss America pageant last September. She will use the prize money to pay off some of her student loans. Her interest in organ and tissue donation is very personal. Her father, Randy, died in 2002 while waiting for a kidney transplant.

## GREATER MILWAUKEE ALLIANCE

*By Lois Kinsfogel*

During the month of October the Greater Milwaukee Medical Society Alliance members distributed 600 Hands Are Not For Hitting booklets to the many of the local emergency rooms and several child centers.

## LICENSED TO SAVE LIVES...BECOME AN ORGAN AND TISSUE DONOR

*Carol J. Harding - WMS Alliance Health Promotion Chairman*

Neenah High School recently held an extremely successful blood drive with the Community Blood Center, as more than 230 students, teachers and parents showed their support by coming out to donate blood. The students in the Neenah High School National Honor Society had the task of recruiting blood donors. Their hard work paid off. Since 1998, the Neenah High School Blood Drive is one of the largest, most thriving blood drives held biannually with the Community Blood Center. These blood drives help to ensure a steady blood supply for local hospitals.

Carol Harding, Winnebago County and Wisconsin Medical Society Alliance Health Promotion Chairman, has been a part of the blood drives at Neenah High School as well as other public blood drives. Since organ and tissue donation has been and continues to be a health promotion issue and focus, blood donors are encouraged to be potential organ and tissue donors. Organ and tissue donor information is displayed at the blood donor sites. Students and other blood donors are asked if they have signed their driver's license and discussed their decisions with their families.

A recent article in the Fox Valley newspaper, "The Post-Crescent", reported on the relatively short life of a Neenah High School student who

would have turned 17 on November 11, 2003 but died on October 31st after an apparent accidental shooting at his home. At the early age of 7 years, he told his parents that he wanted to be an organ donor, after the family had watched a television show about a young girl who had received a heart transplant. He told his parents, "I want to donate my organs." His mother told him that he would have to be dead to donate his organs. His reply was, "Well, mom, if I'm dead I'm not going to need them." As it turned out, six people received his organs. Today the 16 year old Neenah boy's heart is beating in the chest of a grateful 53 year old Wisconsin man. Other organ recipients received his liver, lungs, pancreas and kidneys.

As of January 16, 2004, 83,626 candidates are awaiting organs. Approximately 68 people receive a transplant each day. 18 people die each day while waiting for a transplant. If you or someone you love needed a life-saving transplant, your decision about organ and tissue donation would be crystal clear. It's the best gift you can give. You're giving the gift of life. Don't be afraid. Do it!

February is commonly National Organ Donor Month. Make your decision now, save someone's life.

Carol can be contacted at 920-725-7210 or e-mail @ [CJH3241@aol.com](mailto:CJH3241@aol.com)

## RACINE COUNTY UPDATE

*By Barb Feider*

The holiday season was made brighter for several Racine community organizations due to the generosity of the Racine County Alliance. The organization gave \$500 to the Women's Resource Center (a shelter facility for women), \$500 to the Teen Parenting Program (a daycare facility for the babies of teen moms, where moms are taught parenting skills after school), \$500 to the Jane

Cremer Fund (a speaker series and workshop that emphasizes cancer in women), \$1700 to the Healthcare Network (health facility in Racine for the working poor), \$1000 to the Racine County Food Bank and \$500 to Safe Start (agency working against teen relationship violence).

Also awarded in December were \$4000 in scholarships to four first year medical students from Racine County, three who attend Medical College of Wisconsin and one who attends Chicago Medical School.

These grants and scholarships are funded in *continued on page 8*

## WINNEBAGO COUNTY MEDICAL SOCIETY ALLIANCE UPDATE

By Sherry Clarke, President/Winnebago County

Our year kicked off in September with our first meeting at Zuppa's Bistro, where Chef Peter demonstrated and shared his culinary skills and recipes with us. Members voted on projects for the upcoming year while welcoming several new members to our group.

Joan and Tim Flaherty opened their home to our group and spouses in October for a fun evening of Wine Tasting, eating and sharing. The social aspect of this evening was enjoyable as we were able to meet the "other half" of our group and get to know each other a little better.

Our health promotion projects for the year include "Hands Are Not Hitting" in the public and parochial schools in Neenah, Menasha and Oshkosh. Neenah received over 500 books in late October to present the program to their first graders through the guidance department. Oshkosh and Menasha are coordinating times with Alliance members to present to their students. Florist shops in the county participated in awareness of teenage drinking by adding the Alliance's "Friends



(L to R) Students Jon Strauss and Dan Dooley join Carol Harding (Health Promotions Chair of County and Wisconsin Medical Society Alliance) at the Neenah High School Blood Drive.

Don't Let Friends Drive Drunk" reminder cards to corsages and boutonnieres for special high school dance and events (such as homecoming). Organ donation at the high school blood drives and domestic violence awareness programs are also key health promotion activities in the county.

Our November meeting participants agreed to the purchase of a DVD player for the County Health facility. Members were introduced to our new fundraising idea of a Reverse Raffle at the December Medical Society Christmas Dinner/Dance. The Reverse Raffle earned us a much needed \$2700 in fundraising for our projects including two \$1000 Winnebago County Nursing Student scholarships that will be awarded in the Spring.

Our next meeting will include yoga/pilates demonstrations February 3, and we are looking forward to chairing the joint meeting with the Medical Society on March 4. Our group is enthusiastic with many hard working, eager people. I am very lucky to be a part of such a capable, enjoyable group of volunteers.



Neenah High School Blood Drive/Community Blood Center Bloodmobile (L to R) Carol Harding, JoBeth McDonald, Blood Drive Coordinator, Rachel Robertson, student "Blood Drop" and Sean O'Reilly, student blood donor.

## NORTH CENTRAL REGIONAL ALLIANCE MEETING

**February 28-29, 2004,**

Mall of America Grand Hotel  
7901 24th Avenue South  
Bloomington, MN 55425  
952-854-2244 or 888-624-7263  
Reservation Deadline for hotel -  
January 28, 2004 Room Rate:  
\$99.00 + tax

Registration Fee: \$120 includes meals on Saturday and breakfast Sunday plus all conference materials. Optional dinner Friday evening - not included in registration. The meeting will start at 7:30 a.m. on Saturday and conclude Sunday morning. There will be time for shopping.

### Registration Information:

Please include your registration fee of \$120.00

Jill Bruce, ISMA Alliance Liaison  
322 Canal Walk  
Indianapolis, Indiana 46207-3268

Checks should be made out to Indiana Medical Association Alliance. Please send registration form prior to February 1, 2004. Questions?, call Ruby Sneed, ISMA Alliance President at 812-858-1632 or Jill Bruce, ISMA Alliance Liaison at 800-257-4762.

You may also contact Carol Harding: Wisconsin Medical Society Alliance member at 920-725-7210 or [CJH3241@aol.com](mailto:CJH3241@aol.com) for further information. This meeting will be time well spent with other North Central States Alliance members.

## MEMBERSHIP REPORT

*By Lynette McCool Vice-president-Membership*

Thank you to everyone that has paid your state and national AMA alliance dues. It is more important than ever that we support these organizations. We are all very busy and involved with our own families but by supporting these organizations financially we are inevitably helping our county alliances to exist. I believe that each of us could think of a situation where being a member of our respective county alliances has touched our lives in a special way. I underwent surgery in September and I was overwhelmed with thoughts, prayers and concerns for my condition. Many of these responses came from my friends that I have met through our county medical alliance.

The WI Medical Society is the fastest growing state medical society in the country. I believe we should be following that lead. I would like to challenge the county alliances to encourage membership in the WI Medical Alliance and the AMA Alliance. If you are a county membership chair look over your membership roster and make a personal call to those people that have not rejoined. In my home county the membership chairman, Cathy Zabel, made numerous calls and had great success.

The Wisconsin Medical Society Alliance is currently working on a strategic plan for the future. I encourage feedback and comments from our members about what we can do for our local chapters to encourage membership in the future.

## THE WISCONSIN MEDICAL SOCIETY ALLIANCE STRATEGIC PLAN

*(abridged version)*

*Prepared by  
Greater Green Bay Community Foundation  
Kenneth D. Strmiska, Ed.D.  
Martha Ahrendt, Ph.D.*

### I. Introduction

On Friday, October 10, 2003, Martha Ahrendt of the Greater Green Bay Community Foundation conducted a planning retreat for the Wisconsin Medical Society Alliance at their state office in Madison.

Although our recommendations are specific in nature, this is your document. You, the Board of the State Medical Society Alliance of Wisconsin, are the current stewards of the organization and have embarked on a process of discovery to determine the future of the organization. This is your organization. Our thoughts and our analyses are presented primarily to initiate debate and modification. We present a model for you to change as you see fit.

Whatever its final form, the plan will take time to develop and to fully implement. The important thing is that you recognized the problem with the existing organization.

Although it appears that the Medical Society Alliance has a membership problem, we think the data demonstrates that deeper issues need to be addressed. We recommend that the Alliance create documents to define what the organization is and what the organization wants to accomplish so that these can be communicated to current and potential members. We also recommend that the Alliance reassess its relationship with the Wisconsin State Medical Society. The relationship currently is not working well for the Alliance, so either the relationship needs to be renegotiated, or the Alliance needs to look for other ways to remain a viable organization.

Clearly not a first step, but maybe most importantly, the Alliance should develop and implement statewide health project initiatives that last between three and five years. These projects can provide a well-defined direction and measurable goals for both the State organization and

its chapter affiliates. With state initiatives led by the state organization, these initiatives will have the greatest impact, reach a wide number of Wisconsin residents, and create a coherent and vibrant Alliance.

The State Medical Alliance is at a critical juncture. By addressing several issues, the Alliance can be positioned to grow membership and create benefit for all citizens of Wisconsin.

### II. Recommendations

The following recommendations are presented chronologically and in the order of importance. While there will be some overlap between issues, we believe that each recommendation needs to be addressed substantially before moving to the next.

#### **Recommendation #1: Develop vibrant and relevant Mission & Vision Statements to Drive Organizational Change**

We believe that revised mission and vision statements should become the standard to drive all future decisions. In addition, these documents provide essential direction for board and staff leadership.

The mission and vision statements of the Alliance need to appeal to today's physician spouses. As revealed in the data, today's potential members are more diverse, have more competing demands for their time, have more opportunities for community engagement, and many have their own professional careers and identities.

Because the mission appears outdated, little guides the activities of the organization. Thus, it has become increasingly difficult to set goals, accomplish objectives, and communicate the values of membership.

These statements also must define the role that the state organization has for the local chapters. From our review of the data, it seems clear that in a State-wide organization, such as the Alliance, direction should be provided by the State leadership.

## MARATHON COUNTY REPORT

*By Lynette McCool and Molly O' Malley-Sprick Co-presidents*

We kicked off the fall of 2003 with a brunch for new spouses at the home of Caryn Miles. For their first year, new physician spouses are county members without paying dues.

A dinner was held in October at the Wausau Country Club to welcome new physicians and their spouses. Over one hundred people attended this successful event. We held our annual holiday auction at the home of Dr. Sally Mattingly. Each member brought an item to be auctioned off during a live auction. After a delicious luncheon the fun began. We raised over \$5,000 for our scholarship fund.

Wausau festival of Trees is a local fund raising event for hospice. Marathon County Medical Alliance has been participating in this event for several years. Our co-chairs for this event were Lucy Clancy and Paula Babiarz. The theme chosen for our tree was Fruit of the Vine. Through many cash and wine donations from our members we were able to raise \$5,700 for hospice from our decorated tree that was auctioned off at the Gala.

Cathy Garvey is working on a health project to educate teens by providing the local high schools with a video about the effects of drugs, alcohol and smoking on their unborn babies.

Our next social event is an appetizer/dessert potluck in April.

### **Recommendation #2: Determine if the Wisconsin State Medical Society/Lakeside Association Management is the Right Administrative Partner**

It is safe to say that the current administrative relationship with the State Medical Society does not work well.

We see significant potential partnership value to the Society in the area of public relations and lobbying. The Alliance, focusing on major state-wide health initiatives, could have tremendous practical and political benefits to the reputation of the physician community. The second focus on lobbying is also a natural fit for the Alliance and may be a more effective "one – two punch" than the Society lobbying alone.

It is our hope that, through effective dialogue, the Society will recognize the tremendous potential and connections of today's physician spouses and see Alliance efforts as complimentary to the mission of the Society. But, if not, the Alliance needs to be willing to end its current administrative relationship with the Society.

### **Recommendation #3 Development and Implementation of Statewide Health Projects**

The State Medical Society Alliance needs to focus its energies on selecting one major programmatic activity for a three to five year period. Other current activities need to be abandoned or kept to a minimum until the Alliance develops a strong track record with its programming and/or develops the organizational infrastructure to handle multiple activities.

The Medical Society Alliance has a significant opportunity to develop and drive major state-wide health initiatives. Such initiatives should be broad public health related issues such as smoking cessation, weight loss, alcohol consumption, etc. The most impactful and measurable directions for most health issues are intervention activities.

State Alliance's role would be to research intervention strategies, develop an action plan of how to implement the intervention strategy,

develop partnerships with the county organizations to implement the intervention strategy, and then seek funding for project implementation. We see the potential for county chapters also to focus their individual fundraising and volunteer efforts to support the intervention strategy.

### **Recommendation #4: Increased Staffing & Funding**

While staffing is not the solution to the Alliance's current problems, it is clear that the Alliance will never become a vibrant partner to the Medical Society without additional professional staff leadership.

Although the Alliance will always be a volunteer organization, it needs to be led by a dedicated executive accountable to the Alliance. The Alliance executive should focus primarily on two activities: 1) implementation and funding of state-wide projects and 2) membership development. The position must not be secretarial or accounting focused.

We recommend that a budget be developed to support the establishment of a full-time Executive Director position for the Alliance for a three-year period. The Alliance currently has reserves that could be put towards such a position, but additional income would need to be secured through increased dues, grants, and individual gifts.

It should be pointed out that a fundraising campaign would likely need to be conducted among current members to create sufficient resources to fund increased administrative leadership and support. We see such a campaign as an opportunity for the current and future members of the Medical Society Alliance to take ownership of their organization. As membership grows, the need for such a campaign may diminish, but we believe that vibrant organizations are always challenging their constituency to do more.

### **Recommendation #5: Membership Recruitment**

During the initial stages of the strategic planning process, it appeared as though the Alliance

*continued on page 6*

## ALLIANCE STRATEGIC PLAN, *continued from page 5*

had a membership problem. But through the data gathering, analysis and writing of this plan, it became obvious that declining membership was a symptom of a greater problem.

Although a membership recruitment plan will need to be developed and executed in the future, it makes little sense to engage in membership development until recommendations 1 through 4 are complete.

### **Recommendation #6: Future Things to Think About**

While writing this report two additional questions emerged that deserve future consideration: 1) should Alliance chapters be structured by county or region or should they be structured around hospital systems and 2) should the State Alliance be setting the direction and activities for the local chapters—in essence having the local chapters being “turn-key” operations—or should the state organization provide little direction and allow each chapter to set their own, regional agenda?

We pose these questions because we suspect that they might also have an impact on membership.

*A complete copy of this report with data, action steps and analysis can be had by calling Ken Strmiska at the Greater Green Bay Community Foundation (920) 432-0800.*

## HEALTH PROMOTION

*Carol J Harding - WMS Alliance Health Promotion Chairman*

### **“Lighten Up America - Go the Distance”**

More than 200 Alliance members from 20 county and state Alliances accepted the challenge to walk 2,500 miles per ten member team from July 1, 2003 through December 31, 2003. Our Wisconsin Alliance team included Gail Knier, Sherry Clarke and Carol Harding from Winnebago County; Linda Minnihan, Kathy Garvey, Molly O’Malley Sprik and Lynette McCool from Marathon County; and Chris Iglar and Karla Kurtz from Brown County. Our team’s total miles were greater than 3,026, in spite of colder weather than some of the state teams! Thanks to all of the team members and to Sherry Clarke for being our team captain, recording the miles walked, jogged or biked. The winning state Alliance team will be announced in late January and honored at the AMA Alliance Leadership Confluence II in Chicago in February.

Our County, State and AMA Alliances will continue to address the issue of obesity. The AMAA Health Promotion Committee organized a fun run, in cooperation with the AMA Medical Student Section, at the AMA Interim Meeting in Hawaii on December 6th. The committee hopes to have the revised “Be A Winner Shape Up For Life” activity books, encouraging physical fitness and better dietary habits, available at the AMAA Leadership Confluence II in February 2004.

AMAA Leadership Confluence I - October 12-14, 2003 The AMAA Leadership Confluence I included health issues/sessions on Adolescent Obesity Prevention and Treatment, and Underage Drinking, examining the health, social and economic consequences, and what interventions can reduce these problems. The Imagination Theater of Chicago, a participatory children’s theater company, performed a fast paced show addressing bullying. The actors explored the feelings of those being bullied and the responsibility everyone has to treat everyone with

respect. Another session focused on the “How-To’s of Conflict Resolution”, which provided a greater understanding of conflict and the role it plays in our daily lives. Another presentation focused on the need for community involvement to improve health literacy, which would help decrease hospitalizations, poor health and health system costs.

Our County, State and AMA Alliances continue to be involved in SAVE activities (Stop America’s Violence Everywhere) throughout the year, including school sessions using the “Hands are NOT for Hitting” and “I Can Handle Bullies” and other books, materials and activities.

### **Health Awareness Promotion (HAP) Awards**

County Alliances have the opportunity to gain national recognition for your Alliance and share the important impact you have in your community. Applications for the 2004 HAP Awards must be postmarked by March 1, 2004 and the projects or events they describe must have occurred between March 1, 2003 and February 29, 2004. One winning county project is selected for each of the following categories: community service, education and awareness, fund raising, SAVE and SAVE Today, and projects of spouses of resident physicians and medical students. More information and the HAP Award application are available on the AMA Alliance Web site at [www.ama-assn.org/go/alliance](http://www.ama-assn.org/go/alliance) or by calling 312-464-470 or Carol Harding at 920-725-7210 or [CJH3241@aol.com](mailto:CJH3241@aol.com).

### **WMS Alliance Challenge Grants**

Since the Challenge Grant information was printed and featured in the SCAN Summer 2003, three County Alliances have applied for grants for \$500, which will be matched 1:1 with funding from the local community. Application deadline was December 31, 2003. Letters from Alliances in Marathon County, Brown County and Winnebago County explained what the grant will be used for, how the funds will be raised, a proposed budget and contact person(s). The WMS

*continued on page 7*

## LEGISLATIVE UPDATE

By Sherry Clarke

—with the assistance of Alice O'Connor

This past year the Wisconsin Medical Society and Alliance became involved in protecting the State's Patient Compensation Fund from being used as a "cookie jar" to finance the budget deficit. After much lobbying, letter writing and personal contacts from the Medical Society, physicians and spouses, the Joint Finance Committee decided not to take \$200 million out of the fund. This didn't protect the fund however; as the language of the intended use of the fund was not specific. Action was needed to protect the fund in the future. Assembly Bill 487 was introduced, passed overwhelmingly by the Assembly and Senate. Finally on December 18, 2003, Governor Doyle signed the Bill into law (ACT 111). In doing so, this prohibits the state government from taking any money out of the state's Patient Compensation Fund (PCF) to address any budget shortfall. Thank you to all the Alliance members and spouses who participated in letter writing, phone calls and faxes contacting the legislators as to the rationale and purpose of supporting this bill.

Despite recent news that the economy is seeing a slight turnaround, the Wisconsin budget office still predicts that by 2005, the state's Medicaid program will be \$350 million in the red. With both Republicans and Governor Doyle saying they won't support any new taxes, (not even a cigarette tax) and no additional monies available through gaming compacts, the Doyle administration is talking about cutting MA reimbursement.

The Wisconsin Medical Society has told the administration that any cuts in reimbursement to physicians will likely result in reduced access because so many medical offices are already providing charity care. In Illinois when they cut \$700 million out of the MA program. Physicians serving the MA population dropped to about 12 percent. In Wisconsin, approximately 90 percent of all Wisconsin physicians currently see MA patients. The WMS believes cuts in reimbursement rates would have a devastating effect. But

what is the solution? Now is the time for anyone with any solid ways to reduce costs in MA to come forward. Give Alice O'Connor a call or email her your ideas at Alice@wisdmed.org. Two potential items being discussed include: 1.) Reducing the optional benefits now covered under MA and cover just essential services, and 2.) Move toward a "generics first policy" on all prescription drugs.

### Tough times are ahead.

In separate legislation, both the Republican controlled House and Senate and Governor Doyle want to have a "highway safety" agenda. The Society would like to see the republicans bring forward a mandatory seat belt law and bike helmet law that have been bottled up in committee for over a decade. At this juncture, if Wisconsin were to pass a mandatory safe belt law, it could capture up to \$14 million in new federal money. When dollars are tight and we know a law can save lives, it seems silly to keep sitting on this legislation. Opponents argue that personal rights are being infringed upon.

Also look for a wide variety of bills to be introduced between now and March. The unofficial rule in the Wisconsin legislature is that a bill needs to be introduced and go through at least one house of the legislature if it is to have a chance of getting on the calendar for the other house. Then the bill goes on to the Governor for his signature. This is when a lot of mischief occurs so Society lobbyists will be closely watching all new activity.

We are entering campaign season and strong grassroots representation of physicians and spouses is key. When the time comes to interview candidates, let's hope that everyone will take an interest in attending candidate interviews if they reside in your legislative district. There is strength in numbers and our stunning victory on the PCF issue proves that working together, we can accomplish great things.

Always feel free to contact the Government Affairs or Policy Department at the Wisconsin Medical Society if you have any questions.

## HEALTH PROMOTION,

*continued from page 6*

Alliance Board will review the applications and contact the County Alliances if further information is needed. Awards will be announced in February 2004.

### WMS Alliance Strategic Planning Session-Health Issues

The WMS Alliance Board members were part of a strategic planning session in Madison, October 10, 2003. The following issues were discussed. The WMS Alliance has a significant opportunity to develop and drive major state-wide health initiatives. Such initiatives should be broad public health related issues such as smoking cessation, weight loss, alcohol consumption and other issues. The most impactful and measurable directions for most health issues are intervention activities. The WMS Alliance's role would be to research intervention strategies, develop an action plan of how to implement the intervention strategy, develop partnerships with the County Alliances and organizations to implement the intervention strategy and then to seek funding for project implementation. The Board sees the potential for County Alliances to focus their individual fundraising and volunteer efforts to support the intervention strategy.

A thank you to all of the County Alliances for helping to improve the health of our communities and the profession of medicine by implementing innovative public health programs. Best wishes in 2004!



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# SCAN

WINTER 2004

## THIS ISSUE:

MESSAGE FROM THE PRESIDENT..... 1  
 MISS WISCONSIN TO SPEAK  
 AT ALLIANCE ANNUAL MEETING.....1  
 LICENSED TO SAVE LIVES.....2  
 RACINE COUNTY UPDATE.....2  
 WINNEBAGO COUNTY MEDICAL  
 SOCIETY ALLIANCE UPDATE.....3  
 NORTH CENTRAL REGIONAL  
 ALLIANCE MEETING..... 3  
 THE WISCONSIN MEDICAL SOCIETY  
 ALLIANCE STRATEGIC PLAN.....4  
 MARATHON COUNTY  
 REPORT..... 5  
 HEALTH PROMOTION.....6  
 LEGISLATIVE UPDATE.....7

## RACINE COUNTY UPDATE,

*continued from page 2*

large part due to the success of our annual holiday sharing card. 89 physicians and their spouses participated in the sharing card this year which raised \$6500 for our project and scholarship funds. The contributions are received and names put on an insert in a card that is sent to all Racine County Medical Society members to convey holiday greetings quickly and easily.

The Racine County Alliance's fiscal year is based on the calendar, so new officers will be installed at a upcoming meeting in February. The new officers for 2004 are President: Barb Feider, President Elect: Sandra Shove, Treasurer: Rae Wood and Secretary: Kathy Shaikh.