President’s Address

I am honored to serve as the President of the Michigan State Medical Society Alliance for the 2016-2017 term. As president, I hope to accomplish three goals to help make this organization grow and continue to effect change in the medical community.

Increase Participation

My first goal is to increase our participation in S.A.V.E. Day and Doctors and Their Families Make a Difference Day. S.A.V.E. Day initiatives promote more than 700 programs covering a broad spectrum of anti-violence activities. These programs include providing support for domestic violence shelters, mentoring programs for the prevention of child abuse, distributing anti-bullying booklets to thousands of elementary aged children, distribution of teen and adult safety cards and mental health screening at health fairs and school.

I also want to boost the numbers participating in Doctors and Their Families Make a Difference Day. Last year, MSMSA and MSMS volunteers collected more than 12,000 bags, helping approximately 24,000 people. During the June MSMSA board meeting, Karen Begrow, President of Kent county Medical Society Alliance, shared strategies and ideas that worked for them in getting the rest of the state excited and engaged in both of these events.

My goal is to have every county Alliance boost the number of members participating in both of these initiatives.

Increase Membership

My second goal is to increase MSMSA membership. We must share the values of our organization at every opportunity. These include supporting each other, advocating for healthier communities and sharing best practices to make every Alliance more successful.

SUPPORT – Medical families are different, in a good way. We have unique qualities other families simply do not share. MSMSA, the County Alliances and the AMA Alliance are your family’s support system. Who understands the trials and tribulations of a
medical family better than another medical family? Have you ever needed to talk to someone who really understands the unique questions and stresses that come with being the partner of a physician? We, the members of the MSMSA, understand those issues. We can serve as your support system.

ADVOCATE – We support the medical community. For example, MSMSA Legislative chair, Karin Maupin and I are compiling informational folders for distribution to our legislators in February. When MSMSA and MSMS visit the Capitol to share views and opinions on matters related to health care and the practice of medicine, our work is to support their efforts.

SHARE IDEAS – County leaders are given time during board meetings to fill us in on what is working, what events their county has held, fundraising ideas, fun meetings or gatherings and ways to engage the MSMSA members. Other attendees discuss what their counties are struggling with. Sharing ideas may just be the answer to a problem or issue that another county is working on as well.

Increase Attendance
My third goal is to increase attendance at our MSMSA board meetings. I want people to understand we are no longer just a group of spouses and partners. The medical community is changing, and so are we. We are a diverse group with one common goal: To strengthen the County Alliances so they are able to improve the health of the Michigan citizens and support the family of medicine. And thanks to the MSMS, the MSMSA is prepared to provide a $250 Health Promotions grant to each of its County Alliances to help them put their ideas into action.

It’s time to roll up our sleeves, and get some work done. I ask you to become an active member of the MSMSA. Let’s make a difference together. We all need one another for support to help build healthier communities, making Michigan a healthier place to live and grow.

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Type</th>
<th>Location</th>
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<tbody>
<tr>
<td>September 19</td>
<td>EC @ 8:30  Board of Directors @ 9:30</td>
<td>MSMS Headquarters</td>
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<tr>
<td>October 14-16</td>
<td>North Central States Regional Conference</td>
<td>Indianapolis, IN</td>
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<tr>
<td>October 2016</td>
<td>Doctors &amp; Their Families Make a Difference &amp; S.A.V.E.</td>
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<tr>
<td>November 7</td>
<td>EC @ 8:30  Board of Directors @ 9:30</td>
<td>MSMS Headquarters</td>
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<tr>
<td>February 27</td>
<td>EC @ 8:30  Board of Directors @ 9:30</td>
<td>MSMS Headquarters</td>
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<tr>
<td>April 28 - 29</td>
<td>MSMSA Annual Session</td>
<td>Holiday Inn, Jackson, MI</td>
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* Day at the Capital Date is pending
MSMS Alliance: The 90th Annual Session 2016

The Weekend in Review

By Clara Sumeghy
MSMSA Immediate Past President

At the end of April, the 2016 MSMS Alliance year (along with my presidency) formally ended. Our two day MSMS Alliance Annual Meeting in Dearborn’s Edward Village was capped by the MSMS House of Delegates Meeting at the year end—by The Henry. Just a brief 12 months earlier, the Alliance Year had officially kicked off in Grand Rapids. Happily, it was an interesting and productive year.

To recap the Annual Meeting:
Following our final Board of Directors meeting earlier in the day, the Friday evening dinner reception in ‘The Grotto Room’ at Giulio & Sons restaurant set a friendly and relaxed tone. Alliance members were especially delighted to be joined by Kimberly Mosher, AMAA President-elect, 2016-17.

On Saturday morning, however, the meeting was off to a rather inauspicious start. Conference call attendees were unable to join the meeting due to system problems at the hotel. Thankfully, disaster was averted and connections were soon established via designated cell phones. Thus 30 minutes behind schedule, a quorum was quickly formed and the meeting formally came to order. Lynn Moon, past President as well as Alliance in Action editor, led the Pledge of Allegiance and the Pledge of Loyalty to the Alliance.

The first item of business
Approval of the recommendations of the Bylaws Committee was chaired by Priscilla Pedraza. Donna Lake, Bylaws Committee member, presented the two proposed amendments:

That Article VII. ANNUAL SESSION, Section 4. will read: “Two-thirds (2/3) of the members registered for the meeting shall constitute a quorum at an Annual Session.”

That Article VIII. EXECUTIVE COMMITTEE, Section 1. Composition, will read: “The Executive Committee shall consist of the President, the President-elect, the Immediate Past President, the Recording Secretary, the Treasurer, and Regional Directors.”

In quick order, both proposed bylaw amendments were passed and the motion to implement the bylaw changes became effective immediately.

Jean Howard, past president of MSMSA and AMAA, honored our 50-year members and then led a Memorial Service for eleven Alliance members who had died during the past year.

50-Year Members
Darlene Bry - Saginaw
Janice Chen - Saginaw
Greta Engelman - Saginaw
Kamala Sukumaran - Saginaw
Betty Webb - Saginaw

Deceased Members 2015-2016
Pat Allen MSMSA President, 1987-88
Battle Creek

Arline Barry -Saginaw

Sharon Bjork - Marquette-Alger

Phyllis Jones MSMSA President, 1973-75
Wayne

Marge Hallitt - Genesee
Leona Jank - Kalamazoo

Caroline Jennings - Jackson
Shirley Lucas - Kalamazoo
Virginia Mellis - Kalamazoo
JoAnie Riley -Jackson
Jane Roggen - Saginaw
Barbara Roty -Kalamazoo
Next, the **Agenda of the Meeting** was held without objection: Approval of the minutes of the 89th Annual Session; adoption of the Program Agenda; reports of the Board of Directors; Treasurer’s report 2015-16; and presentation of the proposed 2016-17 budget.

I announced that at the MSMSA Board of Directors meeting on Friday afternoon, the Board unanimously gave full support to the resolution for support of the “i Vaccinate” a statewide public education campaign to boost Michigan’s childhood immunization rates that was developed by the Parent Information Network (PIN), which was formerly known as the Immunization Stakeholder Group. (Incidentally, the MSMS Alliance has been an active member of PIN since its inception, three years ago). Therefore, I was pleased to read the final paragraph of the PIN resolution: “Let it be resolved the MSMSA hereby supports the Franny Strong Foundation’s effort to create and launch ‘iVaccinate’, a comprehensive multi-year public education campaign targeting young mothers/parents, health care providers and others aimed at increasing Michigan’s childhood immunization rate.”

The morning’s session concluded with the AMA Alliance report by **Kimberly Mosher**, 2016-17 AMA Alliance President Elect. Kim, was in her third term as an AMA Alliance Director and was currently chairing the Legislative and Public Affairs Committee. She has chaired and consulted on numerous political campaigns in Kentucky and has served as Legislative Chair for the KMA Alliance since 2008. She served two terms as Chair of the Kentucky Physicians’ Political Action Committee and was the first non-physician elected to chair a physician’s PAC in the nation.

Kim is also past-President of the KMA Alliance and has served 3 terms as President of the Northern Kentucky Medical Society Alliance. Appointed to the 4th District Leadership Council by Congressman Thomas Massie, Kim served on the Coordinating Council of the NKY Heroin Impact Response Task Force as Legislative Liaison and, more recently, as Director of the Northern KY Office of Drug Control Policy.

The meeting was recessed at mid-day for the Awards Luncheon and Keynote Speaker.

**Awards Luncheon:**
The MSMS Alliance presented two members with Life Time Achievement Awards.

  - **Jean Howard**, past President of MSMS Alliance, the AMA Alliance and the AMA Foundation.
  - **Patricia Dolan**, past President of MSMS Alliance and Parliamentarian.

As MSMSA outgoing-President, I was delighted to thank my many Committee Members with Certificates of Appreciation.

**Luncheon Keynote Speaker:**

**Cassie Sobelton**, health and wellness expert, motivational speaker, and author of “*Back to Balance: Crack Your Mind, Body, Spirit Code to Transform Your Health,*” entertained us for the next hour. Cassie’s journey to wellness started many years ago. Since her early 20s, Cassie had worked 60-plus hour weeks. Over the years, putting so much time into her work meant that there was too little time left to take care of herself. This unfortunate lifestyle led to her failing health, including numerous surgeries, and ultimately to a diagnosis of Crohn’s disease, which is a chronic inflammatory condition of the gastrointestinal tract. From the pain and frustration of her experience, Cassie eventually found clarity by turning to mind, body and spiritual balance. Thus, Cassie made dramatic changes in her life. She revised her diet, began to focus on her spiritual wellbeing, and started exercising regularly. Within a year, she shed 40 pounds and no longer required medication. As a living testament to making wellness the priority, Cassie began counseling people to help them take charge of their health and their lives. Attendees were able to purchase signed copies of Cassie’s book.

**Nominating Committee Report:**

- **Nancy Fody**, Immediate Past President and Nominating Committee chair, presented the Nominating Committee’s report and introduced her Committee Members — **Rula Ali-Bakr**, Genesee County; **Priscilla Pedraza**, Kalamazoo County; **Jean Howard**, Tri-County; **Merilee Otto**, Muskegon County; and **Trudy Ritter**, Washtenaw County.

- **Donna Lake**, MSMSA President-elect, introduced her appointed 2016-17 Committee chairs.
MSMS Alliance members elected the 2016-17 Nominating Committee:
Cindy Ackerman- Muskegon
Lynn Moon- Marquette
Beth Junewick- Kent
Lori Smith- Jackson
Vibha Kaushal- Genesee
As Immediate Past President, I automatically will serve as Nominating Committee Chairperson.

MSMS Alliance members elected the 2016 Attendees to the AMA Alliance Annual Meeting in Chicago:
Jean Howard-Tri-County
Maria McCann- Genesee
Karen Begrow- Kent
Judy Martinez- Wayne
Vibha Kaushal- Genesee
Val Doane- Jackson

Kimberly Mosher administered the oath of office to the newly elected MSMS Executive Committee. She then invited Donna Lake and Dr. Jon Lake, to join her at the podium to be installed as 90th President of the MSMS Alliance. Donna then gave her presidential address. I presented the gavel and the President’s pin to Donna Lake and Nancy Fody, the immediate past president, presented me with the Past President’s pin. I briefly summarized my “presidential” year’s experiences and accomplishments to the assembly.

Cindy Ackerman announced the winners of the “Opportunity” Auction. A total of $1,180 was raised for MSMS Foundation ($980) and AMA Foundation ($200). Sale of Michigan pins was included in these amounts.

This formally ended the 2016 MSMA Alliance Annual Session. A special thank you for their assistance with the Annual Session goes to my fellow Alliance family, Donna Lake, and Nancy Fody and our Administrative Assistant Joel Hetzner.

The 2016 MSMSA Annual Session Program and the Alliance mission could not have been possible without the generous support of our Alliance sponsors. We gratefully acknowledge:

Michigan State Medical Society | Oakwood Hospital Medical Staff
Blue Care Network of Michigan | Center for Wealth Planning Advisors, Inc.
Wayne County Medical Society of Southeast Michigan
Michigan Doctors Political Action Committee (MDPAC)
The MAMSA Book Club at their June party, hosted by member Kellie Holmstrom. A group of 8-12 members meet monthly to discuss a book and support the family of medicine. Kellie gave members a ride around the lake after lunch. This year, we read a variety of books, including: *Station Eleven* (the Michigan Read), *The Invention of Wings*, *The Light Between the Oceans* and *Lowlands*.

Kellie Holmstrom, Boli Soderberg, Emily Lewis, Rosa Diddams, Kathy Maysnard

Boat driver Kellie Holmstrom and Emily Lewis

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**Midland County Circle of Warmth**

The Circle of Warmth Programming has been in existence in Midland County since 2004. It was the brain child of **Gail Marcoe**, an Alliance member who astutely observed a need. The Circle of Warmth provides appropriate outerwear to school children in Midland County that would otherwise not be able to participate outdoors with their peers. Over the years the program has had the privilege of warming over 379 students at a cost of $7,096.75. Additionally, they have been fortunate to have people generously donate items for requests which are beyond our funding. This year alone, they warmed 59 students.

Another source of clothing has been gently used items from our Alliance families. Each year a reminder goes out, especially toward the end of the winter season, to those families who may have items that their children have outgrown. This source is also a valuable way to obtain needed items.
Kent County Medical Society Alliance

Kent County is proud to announce that our work for this year’s Dose of Generosity Charity Event and its following social media Thank You Campaign won awards at the annual AMA Alliance meeting this June! This is the second year in a row that we won the Health Awareness Promotion Award for Fundraising and our first award for Social Media Community Outreach.

KCMSA received two top honors at the American Medical Association Alliance (AMAA) Annual Meeting. For the outstanding success of this year’s Dose of Generosity Charity Event, the AMAA recognized our Alliance as the winner of the Health Awareness Promotion Award. Our second honor came in the Social Media category for our Thank you Campaign on Facebook in which we publicly thanked donating businesses following our charity event.

Health Awareness Project (HAP) AWARD: A Dose of Generosity Charity Event Recap

"A Dose of Generosity" began with a strolling dinner and silent ‘twist’ auction where volunteers from the charities manned 8 twist tables and shared information about 8 tangible needs encouraging guests to donate dollars toward those particular requests. An announcement made by a local tv celebrity and a gong signaled the fulfillment of each need, really boosting event excitement. Donation or not, after listening, every guest received a ‘pill’ sticker for their program book. A visit to each of the twist tables resulted in a filled ‘pill pack’ allowing every party goer to enter a raffle for an Apple Watch. This was a wonderful way for our target audience and community to hear first-hand from the charities themselves how important it was to support them. To further encourage giving, every dollar received during the Silent Twist Auction was matched by Match Title Sponsors (their commitment procured in the Fall), allowing all 8 of the tangible needs to be fulfilled!

Live Auction
A room change marked the beginning of the Live Auction portion of our evening where guests enjoyed dessert at sit down tables while a live auctioneer professionally guided them through 4 unique auction formats: Fund-A-Need Auction Bucks raffle, a Live Auction and two Gift Card Frenzies. Our fast-paced auctioneer provided bidders with many opportunities to give at every price point, resulting in all guests pledging the maximum they personally could afford. The evening ended with each guest feeling as if they had learned some amazing things about the charities and that they had helped contribute.

Goals Met
We raised a total of $122,000.00 (gross income minus total expenses) easily supporting our 2016 charities and mini grants for the next two years. This is an increase of nearly 70% over last year’s numbers, allowing our County Alliance to skip a year of fundraising and focus on membership recruitment and retention while still supporting our local charities and mini grant programs.

SOCIAL MEDIA AWARD: Thank You Campaign Recap
"Thank you Campaign" was created directly after our large fundraising event held in January. Our goal was to harness Facebook to thank our event donors and sponsors and also get the word out about who we are and what we do for our community. We thought that Facebook would be a good way to do this effectively, efficiently and inexpensively.
Kent County Medical Society Alliance

Connecting with Community
Our fundraising event had a cute theme that reflected our medical connection. Bulk purchase pill bottles were filled with mints and stickers with our event logo in the form of a prescription label were placed around each bottle. Each event donor and sponsor was personally given one of these mint-filled pill bottles. A mobile phone photo was taken of that donor with the pill bottle at their place of business and the photo posted on our Alliance Facebook page. The business name and relationship to our alliance fundraiser was noted in the comment area.

Impact on Alliance
The benefit of this social media Thank you Campaign was huge for our donors. It was great advertisement for each business and a wonderful way for them to show the community how they are supporting our efforts to help local charities. This type of positive promotion encourages shoppers to support these generous businesses. Our alliance members were reminded with every Facebook post and repost that our community supports us and all the fine work we do. Putting on a fundraiser is hard work and it is energizing to see a flood of positive response.

Saginaw County

We had our Presidential installation May 9. The new Saginaw County Medical Society Alliance President is Tina LaFleur, seen in the first picture after her installation by MSMSA President Donna Lake. Other board members present for Tina’s installation are seen in second picture (L-R) Colleen Cheney, Amanda Tucker, past SCMSA President Meg Cappelli, Tina LaFleur, Anne DeBari and MSMSA President Elect Janie Gugino. Congratulations, Tina!
“Doctor’s And Their Families Make A Difference”
DATFMAD (also known as the Pink Bag Initiative)

By Karin Begrow, MSMSA DATFMADD Chair

What is this?
“Doctors And Their Families Make A Difference” is an annual project created by the MSMS Alliance and the MSMS Foundation to be held in conjunction with national “Make a Difference Day”. National “Make a Difference Day” was initiated in 1992 by USA WEEKEND magazine and joined by Points of Light. Together they have sponsored the largest national day of community service for more than twenty years. Communities are asked to create their own activities directed at honoring this national day of community service. Because October is National Domestic Violence month, the MSMS Alliance and the MSMSA Foundation saw an opportunity to “Make a Difference” in the lives of domestic violence survivors.

Do we have to do a DATFMAD project on the 4th Saturday in October or can we participate on another date?
Your county alliance may organize a DATFMAD project for a date that works for your own calendars. The timing is not critical..... your participation IS!

So, what do we need to do?
Shelters throughout Michigan, with limited funding, have helped protect and support thousands of survivors of domestic violence. Annually, WE can make a difference by providing our local shelters with necessities not taken by women, men and children in an emergency flight from an abusive situation. Often times those affected by domestic violence arrive at a shelter with only the clothes on their backs.

Participating is easy and meaningful. Begin by contacting your local shelter to find out what their needs are. Distribute this list of shelter ‘must haves’ and empty official “Doctors and Their Families Make a Difference” promotional pink bags to your county alliance members. Although they are not necessary to share in this effort, the pink bags are provided by the MSMS Foundation. Contact me, Karin Begrow or Carrie Wheeler at cwheeler@msms.org to order your bags.

Another way to partake is to get neighbors and friends of alliance members involved. Simply hand out empty pink bags and ask them to fill them with items suggested by your local shelter. Cash donations are also acceptable. Collect filled bags on a designated date and deliver to your local family crisis shelter.

Perhaps you’d like to get your local pharmacy involved. If asked, they may let your alliance members distribute flyers to customers and then allow you to collect items purchased for donation right outside the pharmacy doors.

Or, how about inviting your local shelter director to come speak to your members at an October alliance meeting? This would be a great way to educate your members and provide real meaning to the gathering of necessary items needed to help survivors of
domestic violence. After hearing the talk from your shelter director, your members can then donate the suggested items at a post meeting event organized for a week later. Perhaps you could plan that event to be kind of festive…. maybe a fun, social event that would also boost membership.

**What is our alliance responsibility after our event?**

Please share what you did with the rest of us! Your great idea may be just the inspiration another county needs to make their own event even better next year. Once your event is completed, a brief report needs to be filled out sent to the Karin Begrow, DATFMAD MSMS Alliance Chairperson AND Carrie Wheeler at the MSMS Foundation. Please include details and photos. The county reports will be compiled, published in *Alliance in Action* and perhaps in the *MSMS Medigram* or *Michigan Medicine*.

**What should we do if the project we wish to create costs some money to organize?**

It is possible to request Health Promotions grant money from our State Alliance. Go to the website at www.msmsa.org for information.

**We have questions… who do we contact?**

I would be happy to answer any questions you may have.
Karen Begrow, Kent County President
DATFMAD MSMS Alliance Chairperson
(616) 430-0385-cell (616) 956-0843-home karenbegrow@gmail.com

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**Swedish Dream Cookies** from: Donna Lake

| 1 cup of butter |
| 1 cup of shortening |
| 2 cups of white sugar |
| 1 teaspoon of Baker’s Ammonia (Ammonium Carbonate) |
| 1 Tablespoon of boiling water |
| 1 ½ teaspoons almond extract |
| 2 cups flour |
| 1 cup flaked coconut |

**Directions:**

1. Preheat oven to 350°F
2. In a large bowl, cream together shortening and butter. Gradually add sugar and almond extract. Mix at high speed for TEN minutes.
3. In a small bowl, dissolve the Baking Ammonia (or Baking Soda) in the boiling water, adding the water a little at a time. Add this to the butter mixture.
4. Stir in the flour and the coconut. Mix well.
5. Drop cookies from a teaspoon onto a well-greased cookie sheet. Bake the cookies in a preheated oven for 9-11 minutes. Cookies should be set, but not brown. Let cookies cool on the cookie sheet for at least three minutes before removing.

Makes 9 dozen cookies
2016 AMA Alliance Annual Meeting Recap

The American Medical Society Alliance Annual Meeting was held at the Hyatt Magnificent Mile Hotel in Chicago on June 12-14. Representing Michigan were Jean Howard (Tri-County), Maria McCann (Genesee), Karen Begrow (Kent), Vibha Kaushal (Genesee), with Jennifer Bruce and Eileen Brader (Kent) substituting for Judy Martinez and Val Doane.

The Annual Meeting is the legislative and policy making body of the AMAA. In addition to business, it provides three days of newsworthy speakers, leadership training and other wonderful educational opportunities. Thanks so much to our MSMSA representatives who each wrote a synopsis of these experiences to share with us:

Sam Quinones author of Dreamland: The True Tale of America's Opiate Epidemic
Summary by Jennifer Bruce

Investigative journalist Sam Quinones spent several years immersed within the culture of Mexico and shared his insights revealing how Mexican drug trafficking dovetailed with the current opioid addiction epidemic within the United States.

**Opioid Introduction**

Before the 1990’s opioids were only prescribed in hospital settings and not sent home with patients. Pain specialists and pharmaceutical companies began to argue that opioids were non-addictive and aggressively pushed them as a solution to address pain. During this same period, pain measurement began to be defined by the patient and doctor evaluations were tied to how well the patients felt they were being treated. Patients believed that they were “entitled” to a pain-free existence and doctors were expected to “fix” patients like a mechanic vs. provide encouragement to make better choices.

The Oxycontin marketing push began with an ad campaign that claimed the “less than 1% risk of addiction.” The drug was sold as a “solution to patient pain problems” and coupons for free samples were given. Around 1998, the pursuit of painlessness and comfort became a “pill problem” when Oxycontin began to be Overprescribed especially in “pill mill” environments where a doctor/clinic prescribes pills for cash to addicted patients. The molecular structure of the opioids are similar to heroin making the pills a “bridge” to heroin abuse. These synthetic opiates created a new population of heroin addicts—heroin was their “fall back drug.”

**The Heroin Connection**

A small town in the state of Nagarite on the Pacific West Coast of Mexico began to play a pivotal role in the distribution of “Black Tar Heroin.” They developed a business model similar to a pizza delivery service. Small crews field calls and deliver small bundles of the black tarlike substance, often discreetly carrying it in their lips and cheeks. Mexico is the only supplier of this type of heroin— it is cheap ($6 a hit), potent and deadly. Heroin’s primary side effect is isolation. Addicts tend to form a small social bubbles that revolve around satisfying their addiction. Quinones noted that problems are difficult to solve in isolation. A tragic spiral is formed because even after seeking help, relapse is often deadly.

When a person overdoses on an opiate breathing slows or stops. An antidote called Naloxone can be given to pull them from a sleep-like state. This cycle of addiction becomes especially tragic with the addition of Fentanyl. Heroin laced with this “final frontier,” a synthetic opioid analgesic, is truly deadly because the opiate antidote Naloxone does not work and death is inevitable.
Offsetting Capitalism

Quinones believes that opiates are a “capitalism supply problem.” It is a problem that crosses all socioeconomic and red/blue populations. There needs to be an incremental movement that brings segmented communities together to solve the problem. He suggested that knowledge and information transferred amongst parents of addicts, Narcotics Anonymous, law enforcement, county health department, and ER physicians/staff could begin to address what’s happening in your community.

Discussion Panel

Following his presentation, Sam Quinones joined a discussion panel comprised of a member of the Chicago Law Enforcement Drug Task Force, a Chicago Prosecutor and addiction specialist Dr. Kelly Clark. The Chicago officer and prosecutor identified Fentanyl as a public health threat. Successful programs with “pre-arrest treatment” involve education with special courts to help addicts who are nonviolent offenders. Addicts are given a choice to enroll in a system to receive treatment. The program offers life skills and the “carrot” of having the conviction removed upon completion.

The addiction specialist, Dr. Kelly Clark, noted the symptoms of opioid addiction which present like the flu - runny nose and eyes, stomach cramps and diarrhea. She defined addiction as “a chronic brain disease” and emphasized that it needs to be treated as a disease and managed over time. Opioids drive a pattern of addiction that is different from other addictions. The Hazelden Betty Ford Foundation found that following a traditional 28-day alcohol treatment program, there was an increase of death amongst opioid addicts, further emphasizing that this disease needs to be managed long-term. Dr. Clark further emphasized that it is important to destigmatize addiction and identify it as a chronic disease. Addicts need to be a part of a community (away from the isolation induced by heroin), find work and life skills in order to manage their addiction.

Moving Forward

There are approximately 2.2 million Americans with opioid addiction. There are not enough treatment centers to meet the need. Prescription Drug Monitoring Programs (PDMP) in each state aid in identifying patients at risk (there is no national registry). Continue to train doctors to limit the amount/frequency of opioids prescribed and pursue multidisciplinary treatments. An example included Kaiser (CA) which reduced prescription rates with treatments including therapy, acupuncture, information regarding tapering and replacing with other therapies.

“Making YOUR Alliance Stand out on Social Media”

By Jef Capaldi, AMA Director of Physician Communications and Digital Channel Strategy

Summary by Nancy Fody

Mr. Capaldi presented some tips on effectively reaching our membership, including lapsed and potential members, digitally. First and foremost - keep it current! You need a few members with the ability to post items in a timely manner on Facebook as well as your website. Not all content has to be generated by your membership, but it should further your message. You can post a link to another site that your members will find interesting. Photos and videos make your page fun. No one will be impressed by an organization that doesn’t update content frequently.

There is a perception that posting an item on Facebook means your intended audience will see it, but this is not necessarily true. However, Facebook does provide marketing tools and demographic information that you may find useful. Starting with the number of “likes” your Facebook page has and following up with which postings resulted in the most shares, Facebook gathers useful information. Much of it is available to group administrators. You can actually find out which posts generate the most response from which demographics.

https://facebook.com/business/learn
“The Consequences of Burnout on Physicians and their Families: How do we take care of our own?”

Summary by Vibha Kaushal

The 2016 American Medical Association Alliance (AMAA) annual meeting was held in Chicago on June 12-14. It was my first time attending the complete annual meeting. One of the sessions I attended in the packed program was the presentation from Samantha Meltzer-Brody, MD, MPH on the topic of “The Consequences of Burnout on Physicians and their Families: How do we take care of our own?”

Dr. Meltzer-Brody spoke for almost an hour on the topic which was received very well by the audience of mostly physician spouses and physicians. The speech was very relevant as she mentioned the problem of physician burnout, the reasons and factors behind the problem, and the resources available for physicians and families.

The factors that drive burnout include loss of control and autonomy, demands of EMR documentation which decrease patient contact, decreased time for interactions with other colleagues, etc. She spoke of physician burnout as a combination of symptoms that include emotional anxiety, stress, exhaustion, and loss of perspective of meaningful work. Untreated, the burnout syndrome leads professionally to loss of joy in medicine as well as decreased empathy and compassion with patients. In addition, there is the stigma associated with seeking mental health treatment.

Some resources Dr. Meltzer-Brody spoke of include the burnout proof mobile app developed by Dr. Dike Drummond, CEO of TheHappyMD.com. The mobile app includes stress management and balance tools to help busy doctors cope with stress on the job and to be able to access guidance on their mobile phones. The AMA also advocates for wellness and health of physicians and offers practical evidence based skills and strategies to promote a healthier culture.

Dr. Meltzer-Brody was responsible for launching a “taking care of our own” program at University of North Carolina, Chapel Hill in 2013 to address the problem of physician burnout. The program is a support program for physicians and recognizes that physicians need help from time to time to cope with the challenges of their professional journey. The initiative is aimed at increasing awareness of the problem, encouraging a call to action, and offering different ways to encourage wellness. It encourages the physicians to get assessment and treatment in a confidential and supportive setting early instead of late, helps them to recognize their own drivers of stress, and encourages self-referral optimized to destigmatize seeking care for emotional distress. The program helps to provide resilience training, which is based on military training techniques. Dr. Meltzer-Brody noted that the health care system is increasingly fractured and stressful for providers, and change is needed in the system to build a coalition of involved and engaged people.

There is a great TED talk on “The Lone Nut”, which is similar to a movement that is needed for doctors to advocate for their own wellness. The doctors cannot take care of others unless they practice self-care.

At the end of the presentation, Dr. Meltzer-Brody answered questions from the audience. Some of the questions asked were about the resources provided to the families of physicians and about what is currently being done to combat physician burnout. She answered that physician wellness should be encouraged in local health care systems and that it should be a physician member benefit to have access to wellness. Overall, the presentation was very informative and had a lot of relevance and practical applications for all of us in the audience.
Future Facing Boards

Presented by Robert Nelson (Robert Nelson was the former president and CEO the National Coffee Association for two decades. He left the NCA to pursue his passion for association governance and strategy development.)

Summary by Donna Lake

POWER

When boards spend time thinking strategically, they empower themselves to:

- Drive Change
- Develop Leaders
- Make a Difference
- Engage Members and
- Ensure Relevancy

THINK STRATEGICALLY

Take a look at your board. Add these strategic strategies to your meetings:

- Increase the amount of time the board thinks strategically
  
  This does not require action or decisions
  
  Carve time out in your agenda to include it
  
  Establish agreement that no decision will be made
  
  Create ideas
  
  Form shared meaning
  
  Have a free flow of diverse thinking

- Think conceptually
- Think imaginatively
- Think systematically
- Think opportunistically with regard to the attainment of success in the future, while simultaneously considering the larger environment of broader contest, and the immediate environment.

TRANSITIONING YOUR BOARD TO BECOME STRATEGIC THINKERS WILL TAKE TIME. BE PATIENT.

Help your board transition by letting go of the past. Find a neutral zone that will help get you to a new beginning. Start by building a roadmap, breaking down barriers that keep the board from its goals or from moving forward. Execute a plan. It may take a while for everyone to change. Be patient.

CHANGE YOUR AGENDA

Develop a “Strategic Agenda”. Include strategic dialogue, strategic actions, performance oversight and a consent agenda. Your strategic dialogue may include investing time to identify the issues your board faces. Membership! Think about what your board will look like if we do not engage the 30-35 year olds, now. Find out what those younger members want and give it to them!

ADD VALUE TO YOUR ORGANIZATION

Each board member needs to be given value. Find out if their experience on the board has been of value. If yes, what was it? If not, what would do you need to make the organization of value to you?
The Art of Time Management

Presentation by Jennifer Giancola, Associate Professor at Saint Louis University

Summary by Jean Howard

Time management is really Life Balance. It is the ability to manage the interface between work, volunteering and other domains in order to maintain satisfactory well-being and productivity.

In order to have this sense of well-being and have less stress, you need to look at what is important to you and what fits with your life vision.

It is a juggling act that many of us perform on a daily basis.

We need to prioritize and learn how to evaluate using the following guidelines:

1. If it is urgent and important, DO
2. If it is important but not urgent, DECIDE
3. If it is urgent but not important, DELEGATE
4. If it is not urgent and not important, DELETE

Other good tips from this speaker:

1. Concentrate single-mindedly on one task and complete it successfully before moving on to the next.
2. Put things on your calendar!
3. Get rid of CLUTTER
4. With good time management you will see better personal energy management
Grant Writing:
How to Maximize Your Grant Writing Potential
Pamela Cole Finlay

Summary by Karen Begrow

Grant writing is necessary in order to help fund the projects we plan for our county and state alliances. We can have all the great ideas in the world, but those ideas will go nowhere without money to support them. I had the pleasure of hearing a grant writing presentation given by Pamela Cole Finlay at the AMAA annual meeting in Chicago. She had many great tips.

Before writing your grant request, take a good look at the organization you are asking for money. What kind of an organization is it? Who do they typically support? Will you need to provide certification documents for the people who will work on this program? For example: will you be hiring counselors? Those folks will need certification. Review the organization’s grant criteria carefully and make a phone call if you have questions. When writing your grant, describe why it is that it is critical that “we get the money”. Use data to substantiate claims. Explain why a grant from the organization is important to your Alliance and the community.

In the grant itself, detail your program and what you will do with the money and how it will help. Talk about your Alliance and other successful programs that you have run. List who has given money in the past. Include other donation appeals and grants if appropriate. Write down testimonials, show photos and links to previous media coverage. How many volunteers (especially those with credentials) have been involved in past programs? Let your grantors know how they will be acknowledged (signage at the event, etc). Explain how success will be measured.

Here are a few things NOT to include on your grant request. No grant reader wants to read rhetoric. So, don’t say, for example, “As we are aware, cancer takes lives.” This is something that everyone knows already. Do not ever cut and paste information from other sources. Be original in your wording.

Make sure that you submit your grant request BEFORE the deadline. Remember to thank the grantor if you get the grant. Make it a policy to call before you go to the bank with the check. Don’t forget to write a formal note.

If you don’t get the grant, ask why. You might say something like, “We have been denied the grant… might you share why? We want to improve our grant writing skills and programming.” Finally, thank the grantor for considering your grant request.

Good luck going after those grants. With these tips you are sure to be successful!
Clara Sumeghy opening her prize and Jean Howard shaking a gift at the charity auction for the AMAA Alliance Health Education Initiative Party with a Purpose.

Investigative journalist and AMAA keynote speaker Sam Quinones, author of *Dreamland: The True Tale of America’s Opioid Epidemic* with Kent County Alliance members: Eileen Brader, Karen Begrow and Jennifer Bruce.
AMA Alliance’s AHEI Grants

Alliance Health Education Initiative (AHEI) grants will be awarded to organized state and county AMA-affiliated Alliances and other health-related civic and charitable organizations. If the applicant is an Alliance, please note that leadership for the project must be provided by the Alliance members and collaboration with other community groups is strongly encouraged.

Grants for the upcoming fiscal year will be accepted January 1 through February 28, 2017 and will be awarded by May 2017. Please submit completed applications by mail using the AHEI Grant Request Form, attaching additional information as requested. Be advised that applications must be postmarked by February 28, 2017. If you have any questions about the grant application, please contact admin@alliancehei.org.

AMA Foundation’s Healthy Living Grants

AMA Foundation provides healthy lifestyles seed grants for grassroots public health programs. This year, the AMA Foundation will award grants between $8,000 and $10,000 to support projects that raise awareness and educate children and youth about the dangers of prescription drug abuse or misuse and $5,000 grants to support cancer prevention. The grant program will focus on medical-related organizations and will encourage collaboration with nonprofits, schools or government entities. The target audience of the project must be an underserved and/or at-risk population between the ages of 2-21.

The application deadline is September 11, 2016. Several state and county Alliances are past grant recipients. For more information visit: http://www.ama-assn.org/

MSMS Foundation Grants

The Michigan State Medical Society Foundation (MSMSF) was founded by physicians in 1945 as a charitable outlet for doctors wanting to express their compassion and caring beyond the medical office. The MSMS Foundation supports initiatives to improve health in Michigan, and to inspire others to do the same. They make financial grants to community based health programs to further research, education and outreach.

In 2014, MSMSA was the grateful recipient of a $5,000 MSMSF grant for our Project-in-A-Day initiative to increase public awareness of the importance of immunization.

Application deadlines are September 25th and March 25th.
Back to Campus: Michigan Parents, Physicians Urge College Students to Get Immunized against Meningitis B

New Survey of Parents Shows 80 Percent Unaware of Need for Separate Vaccine

Article published by MSMS

The Michigan State Medical Society, the Emily Stillman Foundation, and the Michigan Department of Health and Human Services urge young people across Michigan to make sure they’re immunized against Meningitis B before heading to campus this fall. The move comes after the release of a new survey showing nearly 80 percent of parents are unaware of their adolescent’s need for an additional vaccination.

There are many different groups of meningitis, but the common vaccine only protects against four of them. Adolescents are still at risk for the group B strain of meningitis without a second, unique vaccination.

Meningitis B accounts for nearly 50% of all meningitis cases in persons 17 to 22 years of age, according to the Centers for Disease Control.

College students are at particular risk of contracting Meningitis B, because of the communal setting at most colleges and universities. Meningitis B is spread through saliva and nose secretions, so sharing a drinking glass, kissing, or any number of other common activities could spread the deadly disease.

In early June, a 21-year-old Macomb County woman passed away tragically after contracting Meningitis B. The victim was a student at Central Michigan University and a Life Time Fitness day camp counselor in Rochester Hills.

“Alicia Stillman started a Foundation to raise awareness about Meningitis. In 2013 her daughter Emily, a sophomore at Kalamazoo College, contracted and lost her life to Meningitis B. My daughter Emily left a huge hole in this world, which will forever be a darker place without her light and her laughter. I urge parents and students to make sure they’re vaccinated against Meningitis B before heading to campus this August.” The Emily Stillman Foundation was created in 2014 to preserve the memory of Emily Nicole Stillman. Emily was a 19-year-old sophomore at Kalamazoo College in 2013, when she contracted and lost her life to Meningitis B, the only type of meningitis not included in the common meningitis vaccine given to adolescents across the United States.

“Meningitis is a vaccine-preventable disease,” said Bob Swanson, Director of the Division of Immunization at the Michigan Department of Health and Human Services. “While some adolescents are vaccinated against four types of meningitis, many high school and college aged individuals may not yet be vaccinated against Meningitis B. We strongly encourage all students to get immunized with all recommended vaccines before they head back to campus this fall.”

According to a recent survey by the Kimberly Coffey Foundation:

81 percent of parents were not aware that there are vaccines to protect against 5 different strains of meningitis;

79 percent of parents did not know that their adolescent is not fully immunized against all 5 types unless they had each of two unique meningococcal vaccinations;

After learning about Meningitis B, 89 percent of parents said that immunization is something they should seek out to protect their child.
“If you or your child is displaying the symptoms of meningitis or believes they may have come in contact with someone who contracted meningitis, it is critical that they see their physician immediately,” said David Walsworth, MD, a family physician in East Lansing, and the Chairman of the MSMS Board of Directors Science and Education Committee. “The most important step parents can take to protect their adolescent from Meningitis B is to contact their physician and ensure he or she is fully vaccinated against the disease, including Group B.”

The symptoms of meningitis can include feeling poor, a fever, nausea and vomiting, a severe and persistent headache, a stiff neck, joint pain, confusion or other mental changes, sensitivity to light, and a red or purple skin rash in which color does not fade when pressure is applied to the skin. Symptoms can appear quickly or over several days.

The Michigan State Medical Society is a professional association of more than 15,000 Michigan physicians. Its mission is to promote a health care environment which supports physicians in caring for, and enhancing the health of Michigan citizens through science, quality, and ethics in the practice of medicine. Please visit www.msms.org for more information.

80% of parents don't know there are two different, equally important vaccines for meningitis.

Once they learn about Meningitis B, 89% of parents believe their children should get immunized.

Make sure your child is vaccinated for Meningitis B before heading back to campus.

PIN
Parent Information Network
MEMBER INFORMATION

Name ___________________________________________

Address _______________________________________

Home Phone ___________________________ Email ___________________________

County Wayne Member Type ___________________________

MSMS Alliance member since ____________________ County Alliance member since ____________________

Spouse Name (full name) ____________________________________________________________________________

PAYMENT INFORMATION

Please make check payable to MSMSA and mail to:

MSMSA  3031 W. Grand Blvd., Suite 645,  Detroit, MI 48202

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* If your physician spouse is retired/deceased, you may pay the reduced rate of $25.00 for STATE dues.
If you are a physician in training spouse (PITS) you pay $2.50 for STATE dues.

THANK YOU FOR YOUR SUPPORT!

RETURN TOP PORTION WITH YOUR PAYMENT

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Michigan State Medical Society Alliance
Membership Dues Statement

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RETAIN BOTTOM PORTION FOR YOUR RECORDS
Alliance in Action - PUBLICATION INFORMATION

Alliance in Action is published three times per year by email for members. Please feel free to share with others.
If you would like a special member, activity or your county Alliance mentioned, please send information to:

Lynn Moon
LMoon320@aol.com
Publications Chair

Photos are encouraged.

MSMSA Officers

President: Donna Lake, Jackson
President Elect: Janie Gugino, Saginaw
Recording Secretary: Valeria Doane, Jackson
Treasurer: Vibha Kaushal, Genesee
Regional Director: Rula Ali-Bakr, Genesee
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The End... Thank you for reading!