

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 61 Number 2

Fall 2010

*Your Dues Make
a Difference*

2010-11 Dues

Notices are now being sent.
Prompt payment helps.
Please send in your dues today.



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Rock with the Docs March 5, 2011 – Concord, NC

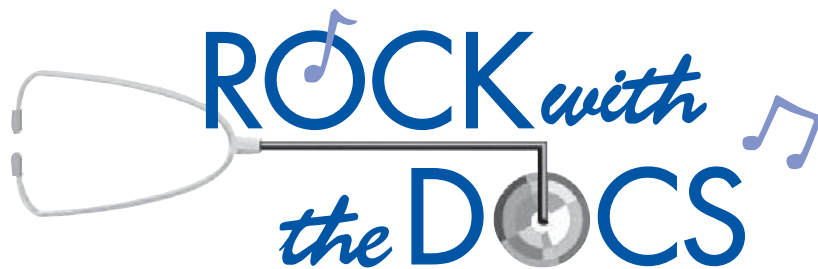
The NCMS Alliance invites you to Rock with the Docs on March 5, 2011 at The Copperfield Room in Concord, NC. The event will include a fabulous evening full of fun and music as local physicians put down their stethoscopes and pick up their favorite musical instruments in support of the Alliance.

Rock with the Docs will include a number of talented physician bands offering a range of musical styles for everyone to enjoy. Among the bands performing is Wander Lust from Concord. WanderLust plays the music of many great artists representing a wide range of musical styles from jazz standards to modern rock and everything in between. Scott Lankford, M.D., a radiation oncologist with SouthEast Radiation Oncology, plays guitar and drum triggers with his feet while accompanying the sultry voice of Detra Bennet.

The evening will also feature 200 Joules, a band from Charlotte that includes three area doctors. Emergency physician Parker Hays, M.D. heads the band as the lead vocalist. Dr. Hays is joined by fellow emergency doctor Ekachai Lucktong, M.D. on guitar and vocals, Bob Weir, a licensed massage therapist, on drums and Art Chaney, M.D., laparoscopic surgery fellow, on the bass guitar. 200 Joules musical background is diverse, with members citing everyone from The Beatles, Van Halen, Lenny Kravitz and various influences from reggae to country and modern alternative bands.

Rock with the Docs is a special event and fundraiser hosted by the NCMS Alliance. Proceeds from the event will support local and state Alliance health promotion programs. Event tickets will be available online through the NCMS Alliance web site and state office.

The NCMS Alliance hopes you will join in the fun and be a part of a unique and entertaining evening as area physicians showcase their musical talents in support of the Alliance. The complete line-up of bands performing at Rock with the Docs and additional details regarding the event will be announced in January. To learn more about WanderLust and 200 Joules, information is provided below on how to link to their web sites or MySpace pages online.



WanderLust
www.myspace.com/WanderLustCharlotte

200 Joules
www.200joules.com

From Your President

Racheal Kunesh



With the hustle and bustle of the holidays just around the corner, our state and county Alliances have already been hard at work with fall events and projects. I hope you will enjoy perusing this newsletter to learn more about them.



Angie's Notes

Greetings from your NCMS Alliance state headquarters! It has been an extremely busy fall season. The NCMS Alliance just concluded our 2nd Bid for Better Health online auction. It was a great success thanks to generous donors, supporters and those who took the time to bid during the two week auction. We were also thrilled to feature a number of original art and jewelry made by our extremely talented NC physicians and Alliance members.

A few months ago, the NCMS Alliance developed a portion control placemat with the support of the NC Medical Society. The primary purpose of the "How Does Your Meal Measure Up?" placemat is to emphasize the critical role that portion control plays in maintaining a healthy diet. It available on our web site along with a link to an interactive quiz and other resources. Placemats may also be ordered through the NCMS Alliance office at cost for distribution in your community.

The Get Fit NC 5K is also right around the corner. It is a lot of fun and it brings together Alliance members and supporters in a shared effort to get resources to teachers on the front lines of encouraging NC children to be active. The NCMS Alliance has reached more than 4,000 students in our state by providing access to more physical education equipment. We hope that you will be able to support this year's Get Fit NC 5K. The deadline for registration is November 26!

Don't forget to send us lots of photos and details regarding your county Alliance projects! We can post them on the NCMS Alliance web site and share your newsthrough the Tar Heel Tandem. You can e-mail photos and information anytime to editor@ncmsalliance.org.

In September, a North Carolina contingent participated in the AMA-A Medical Families Summit (formerly known as the Leadership Development Conference). The focus this year shifted to include the medical family with sessions on Healthier Lifesteps and Work/Life Harmony as well as Wayne Sotile's insight into physician health and resiliency. A key theme I took away was that it is time to take care of our own medical family. With so many outside forces adversely affecting physicians and their ability to deliver quality care, we need to stand strong in support of those we love! There were also superb sessions on strategic planning, speaking for results, membership marketing, parliamentary procedure, social networking, health system reform and legislative advocacy. If you have an interest in learning more, visit the AMA-A website to check out the presentations available on podcast.

In October I had the opportunity to host an Alliance booth at the exhibit hall of the NCMS annual meeting. During this time I was reminded that together we are strong. Medical societies and alliances can work together more fully to increase the vitality of both organizations. If you see an opportunity to collaborate with your medical society, seize it!

With our Get Fit county challenge into the second month, I would like to encourage each county Alliance to send representation to our Get Fit NC 5K being planned for Saturday, December 4th in Wake Forest. This is an outstanding way to help encourage physical activity in our youth since 100% of the proceeds from the 5K are given to purchase PE equipment in NC communities most in need. If you are not able to make the run, you can still be a phantom runner to show your support (and get a cool T-shirt as well). Visit the state Alliance website to register as an actual or phantom runner.

Looking into 2011, the Southern Regional Alliance Meeting is scheduled for Friday, January 14th through Sunday, January 16th in Orlando. Bring your family and enjoy the local attractions in the afternoons! The Florida Alliance has planned a strong meeting with sessions on health care reform, collaborative regional health projects and programs, communication and professional development. There is even a CME session, "No Sex in the City", on female sexual dysfunction and low libido! Stipends for meeting attendance are available on a first come, first serve basis. Please contact Angie Wainwright at the state office if you plan to attend the meeting and would like to take advantage of this stipend. I would love to see many smiling faces there from NC!

As always, I am at your service; feel free to send me an email – racheal.kunesh@gmail.com – I would love to hear from you!

Racheal Kunesh

Tar Heel Tandem is published four times a year
by the North Carolina Medical Society Alliance.

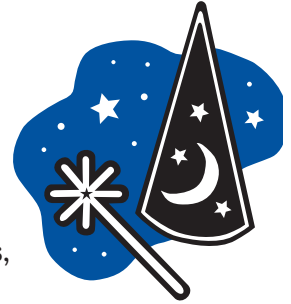
Next Deadline: February 1, 2011

Please send submissions by email at editor@ncmsalliance.org

2011 Southern Regional Alliance Conference – January 14-16, Orlando, FL

Join members from across the region to experience the “magic” during the 2011 Southern Regional Alliance Leadership Development Conference hosted by the Florida Medical Association Alliance (FMAA). The conference will be held January 14-16 at the Loews Royal Pacific Resort at Universal, Orlando, Florida and will include association development, social networking, health promotions, a fun-loving mouse and the occasional super hero.

States in the Southern Region include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, Tennessee, Texas, Virginia and North Carolina.



For registration information and a listing of the conference schedule, visit www.southernregionalalliance.webs.com or call 1-800-762-9233.

Warm your favorite physician’s heart (and toes!) with the NCMS Alliance “Honoring Physicians!” blanket.



The NCMS Alliance’s cozy “Honoring Physicians” stadium blanket is a perfect holiday gift for a special physician or medical family!

These unique blankets designed to honor North Carolina physicians feature the NCMS Alliance logo. Quantities are limited so order your blanket today! The NCMS Alliance “Honoring Physicians” blanket is available for \$50 plus shipping. (\$20 of each purchase is tax deductible).

To download an order form or to order online, please visit www.ncmsalliance.org.

County Alliance Web Sites and Blogs

Cabarrus County Medical Society Alliance
www.ccmsalliance.com

Greater Greensboro Society of Medicine Alliance
www.ggsma.org

Haywood Medical Society Alliance
www.haywoodalliance.org

Mecklenburg Medical Alliance and Endowment
www.mmaeonline.com

Medical Alliance of the Piedmont
www.medicalallianceofthepiedmont.com

Onslow County Medical Society Alliance
www.ncmsalliance.org/onslow.htm

Wake County Medical Society Alliance
<http://www.ncmsalliance.org/wcmsa.htm>

Triangle Medical Spouse Alliance Blog
(previously Medical Auxiliary of UNC Hospitals)
<http://trianglemdspouses.blogspot.com>

If your county Alliance does not have a web site and would like to have a dedicated web page on the state Alliance site, please contact the office at 919-833-3836, ext. 124 or email ncmsalliance@ncmedsco.org. The NCMS Alliance will put together a page on its web site at no cost to your county Alliance.

2010 AMA Alliance Medical Families Summit Highlights

The AMA Alliance hosted the first Medical Families Summit on September 25-28 in Chicago, IL. NCMS Alliance President Racheal Kunesh and President-elect Patricia Udekwu attended the conference along with Gaston County Alliance President and President-elect, Tracy Thomason and Kenna Watts. Also from North Carolina, the AMAA Membership Marketing Chair Julie Newman and AMAA Bylaws Chair Beverly Wright were in attendance at the conference as well.

The conference included a wide range of valuable resources and information for participants including workshops focused



From left to right: Tracy Thomason, Racheal Kunesh, Julie Newman, Kenna Watts, Pat Udekwu and Beverly Wright.

on the medical family, health promotion efforts, Alliance membership outreach and a panel discussion on health system reform.

The portion of the conference dedicated to the medical family included a presentation from Wayne Sotile, Ph.D. on physician health and resiliency. The workshop emphasized the need for work/life balance and ways to build a strong physical, family, spiritual and work foundation. It also highlighted the need to replenish by making time for exercise and hobbies.

The AMA introduced the “Healthier Life Steps Tool Kit” describing the important role that physicians play in fostering lifestyle changes for their patients. It includes strategies for physicians to assess their own readiness to change and how to implement those changes. This brief toolkit is written for physicians by physicians, and yet the tools can apply to any busy professional. The toolkit also provides a screening milestone document, action plans and progress tracking calendars. For more information visit www.ama-assn.org/go/physicianhealth.

The conference also included tools to help strengthen local, state and national Alliance membership efforts through effective communication and outreach. The program also offered resources to assist Alliance members in developing effective health promotion programs and provide support to the family of medicine. The AMA Alliance recorded a number of sessions which are available as podcast for a small fee on the web site at www.ncmsalliance.org



*88th NCMS Alliance
Annual Meeting
and County Awards Program*

May 12-13, 2011

Raleigh Marriott Crabtree Valley, Raleigh, NC

Registration Opens in January!



CCSMA Hosts the 6th Annual Charity Golf Tournament

The Cabarrus County Medical Society Alliance (CCMSA) held its Sixth Annual Charity Golf Tournament on Monday, October 11 at the Cabarrus Country Club. The tournament is dedicated to raising money in support of the Public School Nurse Program as administered by the Cabarrus Health Alliance. More than 100 golfers and volunteers hit the links on a beautiful fall day in support of this important effort

The Public School Nurse Program assigns a registered nurse to each public school in Cabarrus County's two school systems. This program is unique because Cabarrus County is the only county in North Carolina to have developed a comprehensive school nurse program for each public school using a public-private partnership model.

As a result of this year's tournament, the CCSMA donated \$30,000 to the Public School Nurse Program and since its inception more than \$175,000 has been contributed to provide school nurses and vital health resources to the youngest and most vulnerable members of their community.



The CCMS Alliance presents a check for \$30,000 for the Public School Nurse Program. Pictures from left to right: Racheal Kunesh, Lynn Hammers, M.D., Mary Ellen Williams, Lynn Takla and Charles Phillips, Cabarrus Public Health Interest Board Chair



From left to right: Lynn Hammers, M.D., Racheal Kunesh, Lynn Takla, Mary Ellen Williams, Kirby Sheridan, Paula Galvin and Carolyn Farris.

Thank You

The NCMS Alliance has received a donation from The Cabarrus Public Health Interest recognizing the dedication and outstanding contributions of the 2010 Cabarrus County Medical Society Alliance Golf Tournament Planning Committee Members:

- | | |
|--------------------|---------------------|
| Lynn Takla | Kirby Sheridan |
| Carolyn Farris | Mary Ellen Williams |
| Lynn Hammers, M.D. | Racheal Kunesh |

Thank you for your commitment and support of the Cabarrus Alliance Public School Nurse Program.

WCMSA Health Fest 2010

The Wake County Medical Society and Alliance co-hosted Health Fest 2010 on November 13 at Southeast Raleigh Magnet High School.

The event featured free health screenings and education to the public including heart attack and stroke risk assessment, BMI screening, smoking cessation counseling, nutrition and exercise information, flu shots and much more.



Alliance members Mary Tyrey, Kathy Kobs and Health Fest supporter Scott DeKeyzer.



Sparky the Fire Dog teaches Health Fest participants about fire hazards and precautionary safety measures.



Area health care providers helped deliver a range of free screenings to participants.



WCMS Alliance President Maya Zumwalt and husband Dr. Brian Go.



Alliance member Barb Savage provides resources to help inform and improve health literacy.

2010 Bid for Better Health

***Thank you to everyone for making
the NCMS Alliance's Bid for Better Health a success!***

***A special thanks to all the Alliance members,
businesses and artists for donating so many special items.***

A.E. Finley YMCA

Dr. Jay and Holly Anderson

Dr. John Benbow

A.J. Dunlap Photography

Kimberly Durland

Jean Cheely/JSC Designs

Clarion Brass Ensemble

Christa Delgado, Design Inc.

Embassy Suites Charlotte-Concord

Dr. George and Linda Engstrom

Dr. Jay and Holly Anderson

Dr. Kenneth S. White and Anne Fields

Dr. Patrick and Beverly Wright

Fargo-Hanna Oriental Rugs of Raleigh

Facet Foundry Jewelry Studio

Nancy Hershey

Anne Kahn

Kaya Designs Boutique

Racheal Kunesh

Lambeth Plastic Surgery and Aesthetics

Bob and Paige McLaurin

Modern Salon & Spa

Patti Naylor and Willow Creek Pottery

Dr. Jack and Julie Newman

Peacock Business Group

Katherine Seligmann

Barbara Senter

Marlene Spencer

Wanda Smith

Christine Stewart

Park West Gallery

The Physical Edge

The Pilgrim of Fayetteville

Tally Ho Clothiers

SHEARFUN Hair Studio

Maya Shenoy

Thompson-Lynch Co.

Patricia and Osi Udekwu

Krista Watts

Western Piedmont Symphony

NCMS ALLIANCE 2010-2011 CALENDAR

NOVEMBER 30	NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE
DECEMBER 4	GET FIT NC 5K, WAKE FOREST, NC
 <u>2011</u>	
JANUARY 15-16	SOUTHERN REGIONAL ALLIANCE CONFERENCE, ORLANDO, FL
FEBRUARY 4	NCMS ALLIANCE BOARD OF DIRECTORS MEETING
FEBRUARY 28	NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE
MARCH 5	ROCK WITH THE DOCS, CONCORD, NC
MARCH 26	D'VINE WINE EVENT, GREENSBORO, NC
MARCH 30	DOCTORS' DAY
MAY 12 AND 13	NCMS ALLIANCE ANNUAL MEETING, RALEIGH, NC

Tar Heel Tandem

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