

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 58 Number 3

Winter 2008

There are those
who give with joy,
and that joy
is their reward.

- Kahlil Gibran



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PO Box 27167

Raleigh, NC 27611-7167

919-833-3836

800-722-1350

Fax: 919-833-2023

www.ncmsalliance.org

Celebrating 85 Years

NCMS Alliance Annual Meeting Greensboro, April 17-18

The NCMS Alliance invites members from across the state to attend the 2008 Annual Meeting on April 17 and 18 at the Starmount Forest Country Club in Greensboro, NC and join in the celebration of 85 years of improving health in North Carolina.

On April 18, 1923, the NCMS Alliance was organized at the recommendation of the North Carolina Medical Society's House of Delegates. Exactly 85 years later, the NCMS Alliance will hold its House of Delegates session and install the 2008-2009 Officers and Board of Directors on April 18, 2008.

The 2008 Annual Meeting includes a number of special events, presentations and speakers to commemorate the 85th anniversary and to honor members past and present who have contributed to more than eight decades of building healthy communities.

AMA Alliance President Dianne Fenyk from Minnesota will help kick off the annual meeting and deliver remarks at the opening session. Fenyk will also preside over the installation of state officers and directors.

The program also features AMA Alliance Director Barb Savage who will deliver a workshop on Health Literacy. Although currently residing in Iowa, Savage will soon be relocating to North Carolina and we look forward to welcoming her to our state.

NCMSA Celebrates 85 Years continued on page 3



Proximity Hotel, Greensboro, NC

From Your President

Julie Newman



Happy 2008 to one and all! Even though the calendar has started a New Year, the Alliance is only halfway through ours. There is still so much to do but I am determined to get it all done

At the very close of last year, the Congress finally passed two measures of importance to the Alliance and the family of medicine. The first, and the one with the most direct impact on us, avoided a cut to Medicare reimbursements of 10.1% and instead gave physicians an increase of 0.5%. However, this is only a temporary patch which will expire in June 2008. Medicine is still looking at future cuts totally nearly 40% over the next several years. We are asking all members, regardless of party affiliation or even interest in politics, to contact Senators Burr and Dole as well as your local representative and urge them to work to avert any future cuts. It is estimated that up to 60% of physicians will stop or severely curtail the number of new Medicare patients accepted into practices if these cuts continue. This, at a time when "Baby Boomers" are reaching the Medicare eligibility age of 65. We urge you to have your spouses and patients contact Congress as well; the more voices that are added to the battle, the more seriously this topic will be considered. Every year the medical community goes through this fight and it's time that a permanent fix is found. If no final solution is reached, there will be a long-term negative impact on the future health care for all of us.

Congress also voted to extend financing for SCHIP (State Children's Health Insurance Plan) until March 2009. This will continue to cover children of working class families with no access to other health insurance at current levels. But it still leaves many children uninsured for the most basic services forcing families to rely on already overburdened emergency departments to

receive care for even minor illnesses, such as strep throat. These children are part of a larger problem facing everyone in America, the growing number of the uninsured. Currently, approximately 1 out of 7 people in the US either carries no insurance, inadequate insurance, or is in grave danger of losing whatever coverage they have. That equates to 47 million people. These numbers are rising at alarming rates as employers are dropping their sponsored plans due to skyrocketing premiums.

As we move through 2008 and look toward electing our next president in November, I hope you will all join me in closely scrutinizing all the candidates out there and their plans for health care and the issues important to the family of medicine. With less than 50% of physicians and spouses actively participating in the political process, we need to rally our voices to be heard. This year, make a resolution and Register to Vote, It's Good for Your Health!

Have a safe and healthy New Year. As always, my email box is open!

Julie Newman

Winter 2008

Angie's Notes



I hope that all of you are making plans to join us for the 85th NCMS Alliance Annual Meeting scheduled for April 17-18. The meeting and the luncheon honoring our past state presidents will take place at the beautiful Starmount Forest Country Club in Greensboro.

In addition to all the wonderful events planned, the meeting will also highlight outstanding county Alliance projects and recognize our 30 and 50 year members during this year's Awards Program. Award submission

forms have been sent out to county Presidents and posted on the web site at www.ncmsalliance.org/Awards.htm.

The Get Fit 5K is being held in conjunction with the annual meeting and will take place in Greensboro on Saturday, April 19. The NCMS Alliance's Get Fit NC programs are committed to increasing awareness of the nutritional and physical needs of children and promoting fitness, proper nutrition and healthier lifestyles in schools and communities in North Carolina. Net proceeds from race are dedicated to purchasing equipment for physical education programs in NC public schools. Come run or walk with us and help ensure that these programs have adequate equipment to help all students actively improve health and establish healthy habits for a lifetime. Call or visit our web site for registration details.

Following the race, we will also announce this year's winner of the Get Fit County Challenge. Last year, our counties collectively logged almost 50,000 miles and this year we have more teams participating than ever. Don't forget that all county monthly totals must be submitted to the state office by **April 4!**

Look forward to seeing you in April!

Angie Wainwright, NCMS Alliance Executive Director

2008 House of Delegates To Vote On Proposed “Friends and Family of the Alliance” Amendment

A proposed amendment to the NCMS Alliance Bylaws including a provision for a new state membership category will be voted on by the House of Delegates on April 18 during the 2008 Annual Meeting. The proposed “Friends and Family of the Alliance” membership provides an opportunity for county Alliances and the NCMS Alliance Board of Directors to nominate individuals that do not qualify as regular member for state membership in the designated category. The full text of the proposed amendment is posted on the NCMS Alliance web site at www.ncmsalliance.org.

The proposed amendment was submitted by the NCMS Alliance Bylaws Committee in response to similar membership categories developed by county Alliances for individuals not eligible for regular membership. The NCMS Alliance Board of Directors approved submitting the proposed amendment for consideration and vote at the next meeting of the House of Delegates.

The proposed amendment to the NCMS Alliance Bylaws requires that individuals considered for “Friends

and Family of the Alliance” membership be nominated by a county Alliance or by the state Board of Directors. The amendment also stipulates that individuals accepted as “Friends and Family of the Alliance” members are not eligible to vote, may not represent a county Alliance in the state House of Delegates, and may not serve as an officer. As proposed, “Friends and Family of the Alliance” must pay annual dues and are eligible to serve on state committees.

It is incumbent upon NCMS Alliance members to consider the proposed amendment to the Bylaws and discuss it with your county leaders and representatives to the House of Delegates. The final decision of the House of Delegates and the NCMS Alliance shall in no way influence the membership categories of the county Alliances. If you have any questions or concerns or need more background, please do not hesitate to contact the state office or any member of the NCMS Alliance Board of Directors.

NCMSA Celebrates 85 Years *continued from page 1*

This year’s Anne H. Holmes Memorial Lecturer is North Carolina author John Hart. Hart’s books include his debut, *King of Lies*, a *New York Times* Best Seller that was named by Publishers Weekly as one of the Best Books of the Year and received an Edgar Award nomination for the Best First Novel by an American Author. Hart’s most recent work, *Down River*, also achieved recognition as a *New York Times* Best Seller and has been widely acclaimed.

Look forward to lots of fun, laughter and learning during a special presentation by Joel Weintraub who is described as a “humorous educator.” Participants will learn valuable stress reduction techniques and how to use humor to improve personal creativity, productivity, memory and overall health. Through his presentation, Weintraub will encourage us all to experience how to laugh at ourselves and become motivated to take the time to capture joy while discovering a fresh perspective on life.

Attendees will also have an opportunity to visit the new Proximity Hotel in Greensboro. Opened in November 2007, Proximity Hotel has garnered recognition as an “eco-

friendly” hotel that is striving to be the second hotel in the nation to receive the Gold LEED certification. The hotel has been recently featured in articles appearing in *The New York Times* and *Travel & Leisure*. A limited number of lodging rooms are available for booking and participants are invited to attend an Alliance dinner hosted at the Proximity during the annual meeting.

As a reminder, attendance at the 2008 Annual Meeting is open to all NCMS Alliance members. Each County Alliance is also allowed to send up to four official delegates to the annual meeting of the House of Delegates held on April 18.

For more information, please see the registration brochure insert or visit our web site at www.ncmsalliance.org. Also note that attendees are welcome to register and attend all or any portion of the meeting. We look forward to seeing you there and celebrating 85 years!

COUNTY NEWS

Buncombe Medical Alliance Donates \$10,000 to The Health Adventure in Asheville

On November 11th, the Buncombe County Medical Society Alliance (BCMSA) conducted their Annual Meeting. This yearly gathering always celebrates accomplishments of the year and welcomes the new officers for the following year. The BCMSA had a special celebration this year that included the founding mothers of The Health Adventure and a gift of \$10,000 was awarded to support the ongoing capital campaign designed to finance the new Health and Science Museum to be located just north of downtown Asheville. The Health Adventure, originally named the Children's Health Museum began in 1968 by the members of the BCMSA (known at that time as the Buncombe County Medical Society Auxiliary) to help children understand medical procedures before being admitted to the hospital. The museum has been such a success that it has moved to larger facilities a number of times.

"Momentum" will be the next phase of this wonderful experience for children and the first time the museum has actually owned the land and building housing the facility. Over the last almost 40 years the Buncombe County Alliance/Auxiliary has continued to help fund the operations of the museum. Special guests in attendance included four of the founding mothers, Kelly Brandon from The Health Adventure and Beverly Wright, North Carolina Medical Society Alliance President-elect. Kelly Brandon

gave a wonderful presentation on the future of The Health Adventure and the new facility. Kelly also unveiled the "BCMSA Adventure Playspace Hospital", an interactive area where children under 5 years old will be able to play doctor.



Emilee Dickerson and Beverly Wright, NCMS Alliance President-elect

The BCMS Alliance's gift is a wonderful way to come full circle from the beginning ideas of the founding mothers who started with a stretcher and a doll in the closet of Mission Hospital.

In addition to the Health Adventure presentation, Beverly Wright from the North Carolina Medical Society Alliance gave a presentation of some of the upcoming state programs, including a traveling leadership development series that will be hosted in various parts of the state. She also presided over the installation of the BCMS Alliance's incoming board of directors.



BCMSA Executive Committee Chair Emilee Dickerson, Kelly Brandon, VP of Development and External Relations at The Health Adventure and BCMSA Treasurer Gay Cogburn

COUNTY NEWS *continued from page 4*

3rd Annual Cabarrus Alliance Golf Tournament Nets \$34,000 for Public School Nursing Program

The Cabarrus County Medical Society Alliance (CCMSA) presented a check for \$34,000 on November 1st to the Cabarrus Health Alliance for their Public School Nursing Program with proceeds from their 3rd Annual Alliance Charity Golf Tournament. A capacity field of 111 golfers came out for the event held October 15th at the Cabarrus Country Club in Concord. With support from ten tournament sponsors, over 100 hole and prize sponsors and donors, as well as grants from the NC Medical Society Alliance and Wal-Mart, the Alliance nearly met their goal of funding one full-time professional nurse.

This year the CCMSA was delighted to be selected by Chrysler Corporation for their Drive for the Chrysler program in which Chrysler donated \$5 to the charity for every person test driving one of their vehicles at the tournament. Chrysler also provided the hole-in-one car, gift certificates to the pro shop and a free sleeve of golf balls for each test drive participant.

Cabarrus County is on the forefront in addressing community health needs and is one of only a few counties in North Carolina to have a full-time dedicated nurse in every public school. The school nurse program has grown from 22 to 38 positions over the past nine years with three new schools opening this fall.



Pictured from left are: Pam Kaczmarek, Camille Noble, Andrea Wever, Paula Galvin, tournament co-chairs Racheal Kunesh and Dana North, Lynn Takla, Kendra Kruse, Mabel Turner, Kirby Sheridan, Carolyn Farris, and Dr. Lynn Hammers

COUNTY NEWS *continued from page 5*

Gaston County Medical Alliance Hosts 2007 Medicators vs. Litigators Charity Basketball Game

The Gaston County Medical Society Alliance organized Medicators vs. Litigators 2007, which was a fundraiser event in which local physicians and attorneys participated in a charity basketball game. Proceeds were used to purchase much needed equipment for Gaston County's public school nurses, and to fund projects of the Health Education Foundation.

Currently, there are only 21 nurses serving more than 31,000 students K-12 in 53 schools. Because of the lack of supplies, the nurses were transporting their limited equipment between schools. The availability of this newly acquired equipment will now allow the nurses to make more thorough assessments for the students and to work more efficiently in their challenge to keep students in class and ready to learn.

Lisa Marisiddaiah and Carolyn Niemeyer were the co-chairpersons of this event, however, a dedicated committee of volunteers from the Medical Alliance and the community-at-large were responsible for this wonderful event.

In order to maximize proceeds, event organizers sold almost 1000 tickets in advance, T-shirts, DVDs, "benchwarmer" and "fan" ads for all price levels, and program sponsorships to area merchants, medical and law practices. The evening started with a "TailGate" party which included live music, food, activities for children, and a silent auction. The basketball game was an intense competition for the winning title, right down to the last minute when Kelvin Harris, MD threw the winning 3-point basket with only a few seconds remaining. With a score of 58 - 57, the crowd went wild !!!



2007 Gaston Medicators Team and Supporters

Medicators vs. Litigators 2007 not only met, but far exceeded the financial goal of \$30,000, raising almost \$50,000 from contributions, ticket sales and donated items. As a result of this fundraiser, each school now has an antigravity chair (which serves as a stretcher), BP cuffs of different sizes, temporal thermometers, glucometers, wheel chairs, nebulizers pulse oximeters, and otoscopes. The event was successful in bringing together the entire community to work toward a shared goal of purchasing needed equipment public school nurses in Gaston County.

COUNTY NEWS *continued from page 6****Everything I Ever Needed to Know,
I Learned at a Football Game...***

Rebecca Williford, President,
Mecklenburg Medical Alliance
and Endowment

I admit it. I am a die hard Wake Forest supporter – multi- generational. There are life lessons to be learned when you are one of the smallest Division 1 colleges in the nation. Any Wake graduate can tell you about the special bond that we share. I am in good company with many in the medical community who love the Wake Forest and the Deacs.

What happened at the Wake vs. Army game on September 16 really touched my heart and I want to share it with you. It was not the excitement of a cool fall afternoon, a presentation by former Wake basketball player Chris Paul, or the season's first win by Wake that I will remember about that game. Part of what made that game special was the respect that all of the fans gave to the visiting team. Hosting the Army cadets was an honor and every effort was made to acknowledge that. As my daughter said, "I'll feel bad to beat Army" (Not that bad!) The game opened with an awesome flyover of two Air Force fighter jets. During an official time out during the game, all those in the stadium who have served in the armed forces and the fire and police departments were asked to stand and were applauded by the crowd. When the Army cadets were asked to stand and were thanked for their service to our country, the cheers soared and even the officials allowed for an extended time out until the applause died down.

But it was what happened after the final whistle that I will remember. Since Jim Grobe has been coach, the post game ritual (win or lose) is for the Wake players to remove their helmets and stand in front of the student section while the Wake Forest Alma Mater is played. This time something truly special occurred. Both the Wake and Army squads and coaching staff walked together first to the Army fans section. They removed their helmets and stood together while the Army band played the Army Alma Mater. Then both squads walked to the Wake section and quietly stood while Wake band played the Wake Forest Alma Mater. Both squads stood together shoulder to shoulder. It had been an exciting game with plenty of hard hits, quarterback sacks, and the usual questionable calls by the officials. But as the sun was setting on this beautiful fall day, there both teams stood side by side saluting each other and their fans.

What a class act on the part of both schools!

What a beautiful life lesson to those of us lucky enough to witness it!

There are so many avenues for competition in our lives outside of the world of sports—in business, school, the political arena and even in our volunteer organizations and in the medical community. It is so easy to get caught up in getting bigger and being better than the other guy. The action of these young athletes reminds us all that at the end of the day, we have to stand shoulder to shoulder and face the big picture together. It makes me proud that our county physicians are coming together to make Physicians Reach Out a success for those who cannot afford health care in our community. The Alliance is so grateful to both Carolinas HealthCare System and Presbyterian Hospital for enthusiastically co-sponsoring our efforts to bring the message of DVT Awareness and Prevention to the community. As Dr Hickey wrote in her October Meck Med editorial last month, we all support many community organizations who are trying to build a healthier Charlotte-Mecklenburg community whether it be through donations of time, talent or treasure. We may play on different teams but we are all heading for the same goal.

After this Holiday season, we will run headlong into the Election Year 2008.

We will certainly have many opportunities for competition and conflict. I would encourage everyone first of all to get in the game no matter whose team you are on. Get fit for the game by being informed. And know that when the final whistle blows that the most important thing is not to celebrate victory, but to stand shoulder to shoulder in mutual respect and move forward together.

I wonder if Wake Forest coach Jim Grobe would become a "Friend of the Alliance"?

2007-2008 CALENDAR OF UPCOMING EVENTS

JANUARY

- 25-26 SOUTHERN REGIONAL ALLIANCE DEVELOPMENT
CONFERENCE
- 30 NCMS ALLIANCE GRANT DEADLINE

FEBRUARY

- 29 NCMS ALLIANCE GRANT DEADLINE

MARCH

- 1-31 MEDICAL ALLIANCE MONTH
- 30 DOCTORS' DAY
- 30 THRU
APRIL 2 AMA ALLIANCE NATIONAL ADVOCACY CONFERENCE
WASHINGTON, D.C.
- 31 GET FIT COUNTY CHALLENGE ENDS

APRIL

- 17-18 NCMS ALLIANCE 85TH ANNUAL MEETING, GREENSBORO
- 19 GET FIT NC 5K GREENSBORO

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Annette Gehle, Assistant Editor

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Karen Holleman, Copy Editor

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North Carolina Medical Society Alliance
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