I am honored to be your new MSMSA president. I am especially glad to have made the transition in a beautiful setting, Traverse City, with some of my family members in attendance.

Thanks go to immediate past president Lynn Moon for picking the site. And thanks to past president Jean Howard for hosting the meeting in her county. I follow in the footsteps of many great presidents, some of whom were in attendance.

My journey started more than a decade ago in a soccer field in San Angelo, Texas. I was approached by the county president, who somehow discovered that I was married to a doctor on base. I was a stay-at-home mom then. She would not take “no” for an answer, and I soon became an active part of the organization. Two of the things we worked on were raising awareness about teen pregnancy by placing books in the local schools and planning city-wide parties to foster relations between medical staff in the area.

The wife of my spouse’s residency director introduced me to MSMS. Subsequently, I got involved in Genesee County. But I did not become actively involved on the state level until I later ran into two stalwarts of our organization, past presidents Lakshmi Tummala and Mary Lou Matthias. I attended my first state board meeting where I met Dee Logé-Wacker and Trudy Ritter. My husband and I were planning to move to Ann Arbor, and Trudy invited me to join Washtenaw County’s Alliance. I subsequently became president of that group after serving as Kathy Adam’s vice president. I continued my involvement on the state level, and here I am today!

Why do we exist and do what we do? The mission of the MSMSA is to support our physician spouses by building an effective statewide network that works on specific initiatives to build and improve health in the communities that we live in. Most recently, I have been involved in three main projects:

First, bullying in schools, which is a significant public health concern. A couple of ways I have been involved is by starting a parent university in my community. A dialogue about this issue was started and continues. The schools and community have partnered in shining a light on this problem. SAVE can and should be a part of this initiative. With respect to bullying, I want us to find other creative ways to address the crisis. The anti-bullying law is the closest it has ever been to being passed in the state of Michigan. We should stand firmly behind this. Contact your legislators to vote for this. We all know that suicides have resulted from bullying activity.

Second, building healthy communities by continuing the traditional work of the Alliance. We continue collecting donations for domestic violence shelters, making meals for families at the Ronald McDonald House, delivering meals to homebound seniors and volunteering in clinics, houses of worship and schools in our communities.

Third, membership, especially as it relates to bringing in and sustaining medical students, resident physician and new physician families. We are not the only group that’s faced with the stress of attracting new members and keeping the members that we have!

MSMSA has made membership a central theme, and our survival depends upon successful membership. Resident physician and medical student spouses still tell us that they do not feel welcome. How are we going to do all the things we need to do without members? We thank the spouses who have remained the backbone of this organization and continue to support it, but we realize that they cannot do the heavy lifting forever. We have to put our money where our mouth is and care about the things that young members care about. I want to thank resident spouse Sara Duda for all she’s done informing and recruiting spouses of our physicians in training. With Sara as RPS/MSS Chair, Lakshmi Tummala as state Membership Chair and all of our state leaders, let us work aggressively and take our organization to the next level by building a robust membership.

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The 85th annual session of the MSMS Alliance House of Delegates was held on May 14 – 15, 2011, at the Park Place Hotel in Traverse City. Although attendance was lower than in past years, the delegates and guests enjoyed the weekend format and the special programs. A number of spouses attended this year and participated in activities.

Friday afternoon, approximately 20 members and guests savored a three-hour tour of area wineries. Wine tastings and wine shopping, along with the beautiful scenery of Old Mission Peninsula were enjoyed by all. Friday evening, the Marquette-Alger County Medical Society Alliance hosted a reception in the hospitality suite that featured U.P. treats like pasties, U.P.-shaped sugar cookies, and Lake Superior rock candy. This was a great opportunity to connect with friends and meet new people.

After holding Executive Committee and Board of Directors’ meetings, Lynn Moon, MSMSA President, officially opened the House of Delegates on Saturday morning, welcoming 32 voting delegates. Lakshmi Tummala, Membership Chair and past MSMSA President, led the Pledge of Allegiance and Oath of Loyalty to the Alliance. Lisa Hildorf, Ingham County Alliance President and Health Promotions Chair, provided the report of registrations and credentials and Barb Davis, Parliamentarian, reviewed the Annual Session Standing Rules. Members with 50 years and those who passed away this past year were recognized by Trudy Ritter, Past MSMSA President.

This year, our own Jean Howard, past AMAA and MSMSA President and current Tri-County Alliance President, spoke on behalf of AMAA and delivered an inspiring keynote address. She provided an update on her special project, the AMA Foundation Alliance Honor Fund, reporting that almost $100,000 has been raised for this endowed medical school scholarship fund through Alliance donations across the country. Michigan has raised more than $6,000 so far this year toward our $10,000 goal.

The House convened for lunch at the top of the Park Place Hotel, which provided beautiful views of the Grand Traverse Bay and city. Everyone was enthralled with guest speaker, Frida Waara, an adventurer and writer who has traveled to both the north and south poles. Frida presented a very entertaining and fascinating view of team building by sharing some of her polar adventure stories and insights on how to work together to accomplish a goal.

When the Delegates reconvened, the board of directors report, the treasurer’s report, and the resolutions were presented by Clara Sumeghy, Cindy Ackerman and Lucy Snyder respectively. The House then went into recess for finance and bylaws Hearings, where attendees had the opportunity to ask questions and share opinions on the proposed budget and bylaws changes.

The Alliance banquet, honoring President Lynn Moon, was also held at the Top of the Park. Tables were decorated with a U.P. motif, complete with Lake Superior beach stones and forsythias, iron ore pellets and Sayklys chocolate “Yooper” bars. Lynn introduced special guests that included her husband, Doctor Don Snowdon, Jean Howard and her husband Doctor Bill Howard, and Gary and Sandi Muller (CEO of Marquette General Hospital). She also recognized and thanked sponsors for the meeting.
After dinner, the group was transported to the Dennos Museum for a dessert reception honoring incoming President Felicity Thompson. Transportation was provided by Munson Medical Center and driver Doctor Bill Howard! The exhibit “Bodies Human: Anatomy in Motion” was on display for all to view and included over 100 human specimens preserved by plastination. Everyone was impressed with the exhibit and had a wonderful time at the beautiful Dennos Museum. Jean Howard helped organized this event, and it was sponsored by Tri-County Medical Society and Tri-County Medical Society Alliance. After the reception, Marquette-Alger Alger County Alliance invited all to the hospitality suite, where there was a very festive mood as members got to know each other better. Hostesses Emily Lewis, Laurie Winkler and Tami Blotter did an outstanding job providing delicious snacks, wines and punch.

On Sunday morning, the House of Delegates continued with the business of the meeting. Reference Committee reports were given by Kathy Adams (Finance) and Pat Dolan (Bylaws). The budget was approved with minor changes and is posted on our website. Bylaws resolution 1 was not adopted (proposing that 20+ year MSMSA members not be required to pay dues); Bylaws resolution 2 passed (deleting “delegates” to AMAA in accordance with AMAA bylaws); and Bylaws resolution 3 was adopted (changing language for audit requirements). Nominations and elections of the officers took place and the slate as presented and previously published was approved. Nominating Committee members elected were Lakshmi Tummala, Linda Allen, Donna Lake, Mary Page and alternate Jean Howard. The House also voted on members to receive financial support to attend the AMAA Annual Session in June 2012 (AMAA no longer has delegates) and included Clara Sumeghy, Ngozi Nnodim, Val Doane and Linda Allen, who attended in place of President-elect Kathy Adams.

The meeting continued with reports from the regional directors. Incoming President Felicity Thompson announced appointment of committee chairs and board members (posted on www.msmsa.org ). Jean Howard then installed the new officers in a unique installation ceremony. Lynn Moon gave her farewell address, and Felicity Thompson offered the group her vision of the coming year with her address. This concluded the 85th House of Delegates. Attendees bid on a large number of theme baskets donated by counties and over $2,000 was raised for The AMA Foundation Alliance Honor Fund.

The past presidents and corresponding secretaries met for a special lunch immediately after the House of Delegates, which was organized by Lakshmi Tummala. In attendance were Linda Allen, Pat Dolan, Nancy Fody, Jan Gregory, Barb Grennan, Sue (Heyka) Voydenhof, Jean Howard, Cathie Martin, Suzie Pederson, Trudy Ritter and Lakshami Tummala. Unfortunately, Carol Horowitz was unable to attend, so she will be inducted into this elite group next year.

This was a very rewarding year for MSMSA. Attendees really enjoyed the Saturday/Sunday format and spouses were able to accompany members for the weekend events. Tammy Guastella, MSMSA Executive Director, and her assistant, Jennica Masters, did a wonderful job organizing Annual Session along with Annual Session Co-Chairs Emily Lewis and Tami Blotter. It was another great meeting!!

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Welcome to MSMSA Board for 2011-2012:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Region</th>
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<tr>
<td>President</td>
<td>Felicity Thompson</td>
<td>Washtenaw</td>
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<tr>
<td>President elect</td>
<td>Kathy Adams</td>
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<tr>
<td>Recording Secretary</td>
<td>Clara Sumeghy</td>
<td>Wayne</td>
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<td>Treasurer</td>
<td>Cindy Ackerman</td>
<td>Muskegon</td>
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<td>Immediate Past President</td>
<td>Lynn Moon</td>
<td>Marquette-Alger</td>
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<tr>
<td>NE Regional Director</td>
<td>Linda Horbal</td>
<td>Midland</td>
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<td>SW Regional Director</td>
<td>Roshan Karamchandani</td>
<td>Calhoun</td>
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<td>SE Regional Director</td>
<td>Ngozi Nnodim</td>
<td>Genesee</td>
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<tr>
<td>NW Regional Director</td>
<td>Laura Winkler</td>
<td>Marquette-Alger</td>
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MSMSA Committee Chairs for 2011-2012:

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<thead>
<tr>
<th>Committee</th>
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<tr>
<td>Drs &amp; Families Make a Difference Day</td>
<td>Ruli Ali-Bakr</td>
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<tr>
<td>Planning &amp; Development</td>
<td>Linda Allen, Nancy Fody</td>
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<td>Parliamentarian</td>
<td>Barb Davis</td>
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<td>Legislation</td>
<td>Valerie Doane</td>
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<td>RE/MSS</td>
<td>Sara Duda</td>
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<td>Historian</td>
<td>Barbara Grennan</td>
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<tr>
<td>Health Promotions</td>
<td>Lisa Hildorf</td>
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<tr>
<td>MdPac</td>
<td>Carol Horowitz</td>
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<td>Public Relations</td>
<td>Donna Lake</td>
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<tr>
<td>Nominations</td>
<td>Lynn Moon</td>
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<td>Patty Olsen</td>
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<tr>
<td>Annual Session</td>
<td>Trudy Ritter, Marianne Almeida, Jeanette Rivera</td>
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<tr>
<td>Publications</td>
<td>Rachelle Reed</td>
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<td>AMA Foundation</td>
<td>Lucy Snyder</td>
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<td>Membership</td>
<td>Lakshmi Tummala</td>
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<tr>
<td>Web Liaison</td>
<td>Rosa Wang</td>
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Jean Howard inducted the new MSMSA Board members. (L to R) Linda Horbal, Ngozi Nnodim, Laura Winkler, Jean Howard, Felicity Thompson, Clara Sumeghy, Cindy Ackerman, Kathy Adams.
SIDE BY SIDE – Ann Arbor Chapter

Side by Side is an outreach ministry for medical spouses, including the female spouses of all medical and dental students, residents, fellows, as well as the wives of practicing physicians and dentists. Founded in Rochester, Minnesota, Side by Side has recently become a ministry of the Christian Medical and Dental Associations.

Side by Side is a national organization, but there is a local chapter in Ann Arbor! They meet to spend time in fellowship, Bible study and prayer. We seek to encourage, support and minister to the women in medical marriages while helping them deal with the unique demands placed upon them and their families.

Please visit their website at: www.sidebysideannarbor.com

RESIDENT SUPPORT NETWORK – Ann Arbor

Felicity Thompson, Sunny Blankenship and Ashley Jenkins (pictured left to right) at the Resident Support Network’s annual kick-off picnic on Saturday, July 23, 2011 in Saline. The purpose of the Resident Support Network is to help house officers and their families at the University of Michigan, and their families cope with change and develop a support system. All house officers and their families are welcome and invited to their events. Their website address is: http://sitemaker.umich.edu/umichrsn/home
Seven MSMSA members attended the 88th AMA Alliance Annual Session on June 19 – 21, 2011, in Chicago. President Felicity Thompson, along with Lynn Moon, Ngozi Nnodim, Linda Allen, Jean Howard, Val Doane and Clara Sumeghy represented Michigan in the historic House of Delegates, where for the first time, all registered AMAA members could attend as voting delegates under new bylaws. Approximately 150 delegates participated in this year’s meeting, which was held at Swissotel in conjunction with the AMA annual meeting.

The House of Delegates elected new officers for 2011-2012, including Emma Borders (Louisiana) as President; Pat Hyer (Texas) as President-elect; Jo Terry (Tennessee) as Secretary; and Sarah Sanders (Illinois) as Treasurer. Seven Directors were also approved, including Julie Newman (North Carolina), who will be Michigan’s Director. The 2012 Board Development Committee was selected and included our immediate past president Lynn Moon, as well as Michigan’s former Director Dinah Goldenberg, along with four other members.

The Delegates approved some minor bylaws revisions that deleted the words “executive director” to codify current AMAA staff structure, which no longer has an executive director position. A number of health policies were reviewed to determine continued support by the Alliance, and one new policy was adopted, entitled “Safe Disposal of Medicine” that addresses disposal of prescription medicines. For a full listing of endorsed health policies, visit the AMAA website at www.amaalliance.org.

There were several outstanding presentations at the meeting. Pulitzer-prize winning author David Oshinsky entertained and informed the audience with the history of polio in America. He was an excellent speaker, and his story was riveting. Paul Amundsen gave a very useful talk on strategic planning for your Alliance. His primary message was that declining Alliance membership is not the problem – it is a symptom. He encouraged leaders to ask the right questions and listen to their members and prospective members to create an organization that meets the needs of members.

Louisiana hosted a wonderful reception to honor Incoming President Emma Borders, complete with a Cajun-themed menu, mardi gras beads and lots of southern hospitality. The North Central Alliance had a short meeting to discuss plans for the regional meeting hosted by Michigan on March 2 – 4, 2012, in Ann Arbor. Mark your calendars and plan to attend this meeting.

The AMA Alliance listened to member feedback and will be offering a more consolidated fall Leadership Development Conference on September 30 – October 2, 2012, at the Marriott in Chicago.

The Michigan group felt the annual meeting was very successful. There were great opportunities for networking, sharing challenges and successes, and learning. It was also a great chance for some of our members to get to know each other better and experience the “sisterhood” of the Alliance.
AMA Alliance Leadership Development Conference (LDC)
September 30 - October 2, 2011
Chicago Marriott Downtown – Magnificent Mile

The AMAA will be presenting a member-requested shorter, more concise meeting schedule. The 2011 Alliance Leadership Development Conference will start at 8:00 a.m. Saturday (October 1st) and will end Sunday afternoon by 1:00 p.m. (October 2nd). They will also have optional educational sessions on Friday afternoon (September 30th) and a welcome reception Friday evening for those who are in town early!

Registration is now available at http://www.amaalliance.org Single and Double rooms at the Chicago Marriott Downtown will be available at the discounted rate of $239 per night. Feel free to pair up with a friend to reduce costs!

North Central Alliance Meeting - Hosted by Michigan This Year!!

Michigan, along with 11 other Midwest states, comprises the North Central Regional Alliance. Each regional Alliances meets annually in a more informal setting to provide opportunities to network, develop leadership skills, and share information. In addition, because the regional meeting is closer to home, it is usually less expensive to attend than the national meetings in Chicago and offers a wonderful chance to be involved in Alliance. Last year, five Michigan members attended in Minneapolis and all agreed it was an enriching and great experience.

This year, Michigan and Ohio will be hosting the North Central meeting in Ann Arbor on March 2 – 4, 2012. The meeting will begin with a welcome reception Friday evening, presentations on Saturday with a wonderful dinner Saturday night, and a wind-up Sunday morning. Various states will be presenting topics that include: membership, health promotion, foundation, legislation, fundraising, and hot topics. Registration is $150 and includes all meals. Additional information and registration materials will be forthcoming.

Mark your calendar now and plan to attend. We need help with planning, raffle prizes, and possible speakers. Make a weekend of it and bring your Alliance friends!
Alliance Members Invited to Continue to “Make a Difference” in the Lives of Domestic Violence Survivors

Shelters throughout Michigan, with limited funding, have helped protect and support thousands of survivors of domestic violence. MSMS Alliance members and their families can, once again, make a difference by providing the women and children living in local shelters with small comforts that we all take for granted.

The “Doctors & Their Families Make a Difference in Michigan” project is coordinated annually by the MSMS Foundation in conjunction with national “Make a Difference Day” the fourth Saturday of October. This is the 15th straight year that the MSMS Foundation and the MSMS Alliance have partnered on this worthwhile project! Many thanks to these generous 2011 sponsors so far: MSMS Physicians Insurance Agency and The Doctors Company.

**Participating is easy and meaningful:** We will provide bags with instructions and information about the need for donated over-the-counter medicine, baby care items, toothbrushes and toothpaste, cleaning products and more. Simply distribute empty bags to friends and neighbors, and then collect the filled bags and deliver them to family crisis shelters in your area (we’ll provide a list).

Both individuals and groups are encouraged to participate! Contact your county Alliance leaders about a group effort, or sign up individually at [www.msms.org/foundation](http://www.msms.org/foundation) or contact Brenda Denbow at bdenbow@msms.org or 517-336-5745.
Marian Murray Schoff, 89, died early July 14, 2011 at the Toni and Trish House in Auburn. She graduated from Williamston High School, the Edward W Sparrow Hospital School of Nursing and attended Michigan State University. She married Doctor Charles Schoff on February 14, 1956, in Tawas and then moved to Midland. Doctor Schoff died April 29, 2006. Marian had a lifelong career as a registered nurse. Marian was the director of the Student Health Center at Northwood University for 21 years. She served as a board member of the Visiting Nurse Association, the Untied Fund of Midland County and the Midland Mental Health Society. She was also past secretary of the Midland Association for Emotionally Disturbed Children, past president of the Midland County Auxiliary, the Midland County Medical Society and was president of the Women’s Auxiliary to the Michigan State Medical Society.
MEMBERSHIP YEAR: June 1, 2011 – May 31, 2012

TOTAL AMOUNT DUE: $82.00 + **County Dues

If name & address corrections Are needed, please enter below:

Name: __________________________
Address: ________________________

☐ Female           ☐ Male

W Phone:         H Phone:
Fax:         Email:
County:         Member Type:

MSMS Alliance Member since (year):
County Alliance Member since (year):

Spouse Name:
(full name)

PAYMENT INFORMATION

Please make check payable to MSMSA

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PAYMENT METHOD

☐ Check  ☐ Discover  ☐ Visa  ☐ Mastercard

Card #: 
Expiration Date:
Signature:
Phone:

*Please note if you are a spouse of a retired physician you can pay the reduced dues amount of $25.00 for STATE DUES ONLY!

To ensure proper credit - DETACH AND RETURN THE UPPER PORTION - with your remittance

**COUNTY DUES SCHEDULE**

Bay 25.00
Calhoun 25.00
Delta 35.00
Genesee 20.00/5.00 (Resident/MSS)
Grand Traverse 18.00
Ingham 25.00
Jackson 25.00
Kalamazoo 20.00
Kent 20.00
Macomb 30.00
Marquette-Alger 30.00
Midland 35.00
Monroe 20.00
Muskegon 25.00
N. Michigan 15.00
Oakland 15.00
Saginaw 20.00
St. Clair 20.00
Washtenaw 10.00
Wayne 20.00/5.00 (Resident/MSS)

** See County Dues Schedule on page 11

For Your Records

Check #: __________________________
Check Date: _______________________  
Check Amt: ________________________  
Credit Card Info: ___________________

RETAIN THIS PORTION FOR YOUR RECORDS.
Creating a great **Practice/Patient Interface:**
The easiest way to increase patient satisfaction and minimize patient A/R.

Where there is confusion and helplessness, there is frustration and inaction. More and more that seems to be the state of medicine for patients these days. It is an opportunity for every doctor and practice in America.

You can improve the practice/patient interface simply by creating a transparent, informative environment for the patient. Look at it from the patient’s perspective and deal them honestly, with a full service approach – make everything easy.

Here are a few easy and immediate processes your practice can implement to improve patient satisfaction and practice profitability.

1. Provide the patient with a document clearly explaining the process your practice employs to process a claim with insurance carriers.

2. Keep appointments on schedule.
   And if you are running behind keep patients informed.

3. Educate the practice personnel on the best ways to handle the “patient unknowns”.
   If you don’t know where to start, ask your patients what would help.

4. Pre-certification follow-up is important. A pre-certification isn’t a guaranteed payment so; follow-up is critical to convey accurate information to the patient.

5. Offer patients an on-line alternative to filling out forms in the office. Let them visit your website, download and print out forms to complete at home prior to an appointment.

6. Use your web site to help educate patients. You could even offer an option for patients to email pre-appointment questions!

7. Understand the staffing and technology issues in your practice. Improving patient relations, patient flow and patient volumes translates into a predictable environment and practice stability.

8. **Implement CRT’s InstaMed service.** InstaMed offers your patients insurance verification and eligibility status along with numerous payment options. Patients can pay on-line incrementally and by credit card. CRT and InstaMed make it all E-A-S-Y.
   For more information: [http://www.instamed.com/healthcare-providers/patient-estimator](http://www.instamed.com/healthcare-providers/patient-estimator)

Start now by visiting [www.crtmedical.com](http://www.crtmedical.com) or calling me, David Doyle @ 248.679.1700 we make it easy for you. We’ve been in this business for over 30 years and we can help you develop a great practice all while helping you do what you always wanted to do – be a great doctor.
Last year, I received a box from MSMSA office that contained memorabilia from Ruth Dixon’s years of involvement with the Kent County Alliance, Michigan State Medical Society Alliance and AMA Auxiliary. Ruth was a past president of the Kent County Alliance, Michigan State Medical Society Alliance and held office in the AMA Alliance. I kept the box for over a year and finally, in June, I decided to put all the information in an album. It took most of the month, as I had to sort, photo copy and organize all the material in the box. The end result is a 12x15 - 70 page book of her history.

Ruth’s son Mark Dixon was the one who sent the memorabilia to MSMSA. He didn’t want to just throw away all the things his mother had saved over so many years. The album contains newspaper articles, photos, her writings as president of MSMSA, newsletters as well as badges and other items from her life. He also sent a disc, which is in the back of the album, with photos of all the items in the box.

The album will be available at a future board meeting and at the discretion of the board, can be kept with our other MSMSA albums or given to the Kent County Alliance. I just could not let this part of our history be forgotten.

Barb Grennan
Historian