

Wisconsin Alliance Board 2006–2007

President

Sherry Clarke

President-Elect

Vacant

Past President

Chris Iglar

Secretary

Kathy Zabel

Treasurer

Adiene Zickerman

Treasurer-Elect

Maggie Marquis

Vice President/ Membership

Sandra Shove

Nominations

Chris Iglar

Legislation Chair

Sherry Clarke

Health Promotions Chair

Carol Harding

Newsletter Editor

Vacant

AMA/Wisconsin Medical Society Foundation

Chris Iglar

Finance Committee

Adiene Zickerman, Chair

Sherry Clarke

Maggie Marquis

Grants

Kathy Garvey

MESSAGE FROM THE PRESIDENT

By Sherry Clarke



Well, it's that time of year again. Spring is only a few weeks away and we are looking ahead to our annual meeting April 27 at the Madison Club. I hope to see all of you there as we welcome our new officers, enjoy a first-time

viewing of the statewide health promotion project—a public service announcement—and discuss some of the issues that are facing the family of medicine this year.

Governor Doyle announced his budget for 2007 on February 13, and for the third year in a row he is attempting to raid the Injured Patients and Families Compensation Fund to finance his budget deficit. Governor Doyle is under the incorrect impression that the fund has enough reserves in it to be used to help balance the budget and pay for government programs. This fund was established with the purpose of compensating injured patients and their families and providing stability for Wisconsin's medical liability environment. Removing such a massive amount could result in dramatic fee increases for physicians, hospitals and others who pay into the Fund. For a third

time we (physicians, the Alliance, the Medical Society) will need to be heard in Madison, telling our legislators the importance of using the fund only for its intended purpose—not as a means to balance the budget.

The Medical Society also supports the proposed statewide smoking ban along with a cigarette tax of \$1.25 per pack. Legislators are split on the particulars regarding the ban, again. As medical family members our support of the smoking ban initiative including the tax on cigarettes needs to be conveyed to our legislators.

Legislative issues are e-mailed from the Medical Society legislative staff via the *Insider*, *Medigram* and Legislative Alerts. these important e-mails, please contact Kathy Mohelnitzky at the Alliance office at 608.442.3737 to add your name to the list. Every voice helps! Be heard.

While the Medical Society's membership has increased this past year, the Alliance membership is down. Many people think they need to have a county organization in order to be in the state and National Alliance. This is NOT true. In fact, many counties in the state have no Alliance, but the state welcomes all eligible members in helping to support and fund our programs and initiatives. Please encourage friends, neighbors, and newcomers to your area to join the Alliance.

continued on page 4

LEGISLATIVE DEVELOPMENT CONFERENCE I AND NATIONAL ADVOCACY CONFERENCE

By Sherry Clarke

The AMA Alliance and the AMA joined together February 12-14, 2007, in the nation's capital for the National Advocacy Conference and Legislative Development Conference (LDC) I. After presentations introducing attendees to the issues in legislation, the Wisconsin Medical Society and the Wisconsin Medical Society Alliance together made legislative visits to Senators Kohl, Feingold, Representatives Thomas Petri, Gwen Moore, Dave Obey, Tammy Baldwin, Paul Ryan, F. James Sensenbrenner, Ron Kind and Steve Kagen. Visits included discussions about "fixing" the current Medicare payment system, quality initiatives in health care including outcomes reporting and pay for performance, and eHealth initiatives.

Sherry Clarke and Chris Iglar represented the Wisconsin Alliance and the AMA Alliance as attendees.

The State and County Alliance Network (SCAN) is the official publication of the Wisconsin Medical Society Alliance. Articles submitted should be typed and are subject to editorial review and changes. For more information, contact Kathy at the Alliance office:

330 E. Lakeside Street
PO Box 1109
Madison, WI 53701
ph: 608.442.3737
fax: 608.283.5424
KathyM@wismed.org

2007 Wisconsin Medical Society Fundraising Event

Thursday, April 26, 2007
 Monona Terrace Convention Center, Madison

- 6 p.m. – Silent Auction
- 7 p.m. – Dinner
- 8 p.m. – Program
- 9 p.m. – Auction Check out & Book Signing

Join us for an engaging presentation by Stephen J. Dubner, co-author of the international bestseller *Freakonomics*.

Wisconsin Medical Society Foundation Annual Raffle 1st Prize:

2 Round-trip Airline Tickets plus \$1,000 spending money

2nd Prize:

32" Sharp Flat Panel HDTV

Tickets: \$20 each or 6 for \$100. Contact Renee Reback at 866.442.3800, ext. 3720, or e-mail ReneeR@wismed.org to register for this event or obtain raffle tickets.

BROWN COUNTY PRESIDENT PROFILE

By Dia Zent

I am Dia Zent, the current Brown County Medical Society Alliance president. I joined the Alliance my first year in Green Bay in 1999. The organization is a helpful way to meet others who enjoy giving back to the community. I participated in Service League of Green Bay from 2000-2006 and served on many committees giving back specifically to the children of Brown County. I recently was asked to join the board of The Center for Childhood Safety.

My husband, Steve, is a dual DDS/MD Oral and Maxillofacial Surgeon. We have three children, Chandler (11), Bella (6), and Elliot (3) and a very sassy Labradoodle puppy named Shadow. I fill my days as a yoga and pilates instructor and full-

continued on page 4

DIRECTOR OF THE AMAA TO SPEAK AT ALLIANCE ANNUAL MEETING

By Sherry Clarke

Save the date! The Annual meeting of the House of Delegates will be April 27, 2007 at the Madison Club (next to the Hilton Monona Terrace) in Madison, Wisconsin. Registration begins at 9:15 a.m. with the meeting being called to order at 10 a.m. Make plans now to attend as a delegate for your county or region and meet Alliance members from all over the state.

Our guest speaker is Barb Savage of Johnston, Iowa. Barb was elected Director of the AMA Alliance in June of 2006. She has served in several offices in the Iowa Medical Society

Alliance as well as the AMAA. Barb's enthusiastic, humorous, yet capable leadership talents will be shared with the group. Barb has great knowledge of membership tools, legislative agenda and fundraising methods.

Additionally, the meeting includes installation of new officers, voting on proposed changes to the bylaws, awarding of state health promotion grants and the introduction of the state health promotion project.

The program and registration brochures will be sent out in mid-March. See you there!

BARBARA SAVAGE

American Medical Association Alliance, Inc.

Barbara Savage of Johnston, Iowa was elected Director of the American Medical Association Alliance in June 2006. At the national level, Savage has served as Bylaws Chair and on the Health Promotion, Bylaws, Nominating and Election Committees.

Active in the Alliance since 1987, Savage has served the Iowa Medical Society Alliance in many capacities including president, president-elect and nominating committee chair. She is currently serving as the Iowa Medical Society Alliance Health Promotion Chair and Health Literacy Project Chair. She has held many offices on the county level including serving as president in 1998-99. Previously she held similar positions in the Alliance with the Medical Society State of New York.

Among her volunteer efforts, Savage is currently active in the Polk County Domestic Abuse Coordinating Council and is Secretary of the Des Moines Symphony Alliance. Savage works as a meeting and event planner and in that capacity has arranged the North Central Regional Alliance meeting the past five years. She is married to Richard Savage, a pathologist. The couple has two children.



DANCING WITH DESTINY

By Sandra L. Shove



On February 6, 2007, I became the immediate past president of the Racine County Medical Society Alliance, ending my year as our county's third "Encore President."* I have been a federated member of the Alliance, (a national, state, and local county membership) since 1984, when my

husband, Gregory, began his rheumatology practice with the Racine Medical Clinic.

We moved to Racine on our wedding anniversary, June 21. What's remarkable is the fact that we ever met—and married one another.

Gregory and I met in a dance marathon for multiple sclerosis at the University of Illinois. I was a sophomore and he was a junior. At that time, I was a disc jockey on the student radio station, WPGU. I learned about the marathon shortly

PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

By Chris Iglar

The Wisconsin Medical Society Alliance's newest state health project, the production of underage drinking public service announcements, is underway. With board approval, past president Chris Iglar and president Sherry Clarke have been working with WFRV, Channel 5 in Green Bay, on ideas and scripts for this project. The goal is to produce a 30-second and a 15-second PSA that call attention to the dangers of alcohol use by adolescents. The PSAs will include our alliance logo and web address.

Channel 5 is producing the spots at cost in its Green Bay production studio. We hope to have the PSAs ready to show at the state annual meeting, April 27. The staff at Channel 5 will also provide us with some guidelines on how to distribute these to television stations across the state. We will also be posting information, statistics and links about underage drinking on the state alliance Web site and hope to develop a PowerPoint presentation that can be used to speak to civic, school and church groups.

In addition to being a health project, the state board sees this as a membership-building program. We hope individual members will help with the distribution of these public service announcements and discuss the problem of adolescents using alcohol in their communities.

MEET ALLIANCE MEMBER ANITA QUANBECK

By Anita Quanbeck



I met Dave Quanbeck when he was a resident in urology at the University of Wisconsin-Madison, and I was working as a nurse.

Dave practiced urology for 28 years before retiring and now raises shiitake mushrooms. I sell the mushrooms at the farmers market and to various restaurants. It is a fun and unusual retirement project.

Dave and I raised four sons. Our oldest is a forensic psychiatrist, the three others, engineers. Cam, the oldest son had our first grandchildren, twins Luke and Emma. The twins, left, on my lap, turned two last August and live in California. Dave and I know the route from Milwaukee to Sacramento well.

I have been active with the Medical Auxiliary and Hospital Volunteers since moving to Watertown. Currently I volunteer at the Hospital Boutique and am co-treasurer. I enjoy gardening, playing in several bridge groups, opera and astronomy (I hoped to be the first nurse on the moon.)

after I found out my 31-year-old brother-in-law had MS. I jumped at the opportunity to "do" something—something I was destined to do.

Shortly after the opening ceremonies they presented a cake to a guy who was volunteering on his 21st birthday. My best friend and I giggled, "He's selfless, he's cute, and look at that hair!"

After the first 12 hours or so, it was obvious that my partner was not the weekend warrior that I was on a dance floor. His legs and ankles swelled up like the Goodyear Blimp and he couldn't continue. Greg and his dance major partner weren't compatible and the next day she didn't continue.

To stay in the marathon you had to have a partner. The next day we were asked if we would be willing to dance together. Well, with destiny being what it is, the rest is history.

On June 2, 2004, my husband, Gregory A. Shove, suffered a stroke. Initially, he was paralyzed on the left side of his body. His progress has been slow but steady. Well, with destiny being what it is, we're thinking about taking ballroom dance lessons. Or maybe salsa!

**Colleen Andersen has the dubious honor of becoming our county's fourth "Encore President," a nickname we have bestowed upon ourselves.*

LEGISLATIVE UPDATE

From the Wisconsin Medical Society Medigram, Feb. 22, 2007.

The Society was very disappointed to learn that the Governor still believes there is a "surplus" in the Injured Patients and Families Compensation Fund (Fund), and that monies in the Fund can be used for purposes other than for injured patients. We strongly disagree on both points: the Fund must maintain enough in reserves to fully fund potential liabilities, and the Fund should only be used for medical liability payments.

In a related but separate effort, the Society has been proactively exploring the possibility of moving the Fund into an "authority" model, where attempted raids would then be even more difficult. The Society initiated discussions with the Department of Administration to see if there was a way to reach agreement on a proposal that would not harm the Fund before the budget was announced. Because any proposal of that kind would eventually require the Governor's signature on a legislative bill, he must be involved in the process.

Under this plan, the Fund would not be harmed because the new flexibility would enable it to generate more revenue (or reduce expenditures) through better administration, investments and case management. And theoretically, a one-time sum could go to the state but could then be made up without having to raise Fund fees.

It is important to note that although these issues can become blurred because both deal with the Fund, we continue to treat them very distinctly.

The Society urges you to contact your State Senator and State Assembly Representative and ask them to protect the Fund for injured patients and for the stability it provides to Wisconsin's medical liability environment. If you need contact information for your legislators, visit <http://waml.legis.state.wi.us/>. For more information, watch future issues of *Insider* or contact Mark Grapentine at markg@wismed.org, or Jeremy Levin at jeremyl@wismed.org.

The Bylaws committee is proposing a change in the bylaws for Article IV, Membership. The proposed changes are underlined:

ARTICLE IV - MEMBERSHIP: Section 1. Membership

Membership in the Alliance shall be composed of active members, associate members, and honorary members. (Hereafter in these Bylaws the feminine reference shall signify a person of either gender.) (Domestic partners shall fit three criteria: be a minimum of 18 years old, a single relationship, and no blood relatives.)

Membership classes are defined as follows:

- A. Active members shall be entitled to hold office and serve as delegates at the annual convention.

Those eligible to become active members of the WMS-A shall be:

1. *Family members* (including domestic partners) of physicians who hold active membership, or are eligible to hold active membership, in the WI Medical Society;
2. *Family members* (including domestic partners) of physicians who were members in good standing or were eligible to be members of the WI Medical Society at the time of their disablement, retirement, death or divorce.

- B. Associate members shall be *family members* (including domestic partners) of executives employed by a medical society, residents, interns, medical students, international medical graduates, or fellows in training.

The President's Message

continued from page 1

Ask the medical society in your area if they know about the Alliance. Let them know that our role is to partner with them and assist in promoting and supporting their efforts in health care issues and advocacy.

Finally, I will continue my presidency a second year into 2007-2008. I am hoping to meet you sometime in the next session. I am available to attend your county meetings and medical society meetings. Please feel free to contact the Alliance office in Madison at 608.442.3737 to coordinate dates and times.

Thanks for all of your support and hard work this year. Sherry

Dia Zent

continued from page 2

time mom. I enjoy my career and love sharing it with others through instruction. My children also enjoy exercising and getting outdoors. In our "spare" time, we enjoy golfing, playing outside and swimming in the summer and sledding and building snowmen in the winter.

My husband and I are blessed to enjoy our family, work and community of Green Bay.

THIS ISSUE:

- 1.....MESSAGE FROM THE PRESIDENT.....1
- 2.....FOUNDATION FUNDRAISING EVENT.....2
- 2.....ALLIANCE ANNUAL MEETING SPEAKER ANNOUNCED.....2
- 2.....DANCING WITH DESTINY.....2
- 3.....BROWN COUNTY PRESIDENT PROFILE.....3
- 3.....MEET ALLIANCE MEMBER ANITA QUANBECK.....3
- 3.....LEGISLATIVE UPDATE.....3
- 4.....PAS IN PRODUCTION AT GREEN BAY STUDIO.....4



FIRST CLASS
 US POSTAGE
 PAID
 MADISON WI
 PERMIT 2693

