

Medical Society of Mobile County
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UPCOMING DATES

Medical Society of Mobile County:

- Summer Social- Tuesday, August 27th
Five Rivers Delta Center
- Annual Meeting- Tuesday, December 3rd
Details at 251-476-9494

Camp Rap-A-Hope:

- Camp- June 2nd-8th
- Fall Family Fun Day- Sunday, November 10th
- Turkey Trot- Thursday, November 28th
Details at 251-476-9880

Contact us:

Medical Society office:
251-476-9494

Camp Rap-A-Hope office:
251-476-9880

Medical Museum office:
251-415-1109

MEDICAL SOCIETY NEWS

SUMMER 2013

ORGANIZED IN ORDER TO BRING TOGETHER MEMBERS
OF THE MEDICAL PROFESSION IN MOBILE COUNTY

FROM THE PRESIDENT:

"Defining Moments in Time"

Our lives are filled with moments that define our existence. Each of us has the privilege of experiencing such defining moments. As we move through our life cycle, we develop different perspectives as to the importance of these moments in time. We begin to appreciate opportunities as they arise. For instance, how we relate to and interact with our grandchildren may be in sharp contrast to prior years when engaged in rearing our own offspring.

The Medical Society of Mobile County provides multiple opportunities to experience these "defining moments." This year has been no exception! Your Board sent representatives to Washington, D.C. as part of the Medical Association of the State of Alabama's (MASA's) annual visit to our legislators. Are such moments of value to our membership? Chaos theory would mandate that all interactions, though subtle as they may be, do culminate to shape the future. The dialogue with senators, congressmen, and staffers is the "moment" to provide our views, recommendations, and solutions to our representatives in government. This endeavor requires repetition to have impact.

As a member of the MSMC, you are a member of MASA. In April, MASA held its annual meeting at the Renaissance Hotel here in Mobile. This was the first time in 25 years that Mobile hosted this meeting. The Friday sessions were devoted to detailing the commitment of many of the physicians in Alabama to provide care for the underserved via medical missionary activities. The program provided multiple impressive "moments." Dr. Ron Franks, Vice President of the Health Sciences, was elected as President-Elect for MASA. District 1 consists of Mobile and Baldwin Counties and has been a very active contingent in MASA. Your participation via signing up for committee membership is encouraged. Of importance is the urgent need for physician



JOHN "RON" RUSSELL, M.D.
PRESIDENT

participation on the Medicaid Drug Utilization Committee and the Medicaid Pharmacy and Therapeutics Committee.

Your county medical society continues to enhance the lives of children stricken with cancer by offering them a fabulous week-long summer camp, Camp Rap-A-Hope. As anyone who has ever participated in this summer program can attest to, Camp Rap-A-Hope is a plethora of "defining moments." This endeavor is sponsored, in part, by the MSMC's only annual fundraiser, the "Tour de LADR". The 9th annual Tour de LADR was held March 30, 2013 and raised \$6,500 for Camp Rap-A-Hope. The event presented another unique "defining moment" in which 198 bike enthusiasts gathered at Point Clear in the cool morning to enjoy the camaraderie, as well as support Camp. If you did not have the opportunity to participate this year, we hope that you will do so in 2014. All physician participation is welcome and greatly appreciated!

In another very important "defining moment" for many new physicians, it was my pleasure to represent you at the recent convocation held at the University of South Alabama (continued on Page 2)

WE ARE HERE FOR YOU

CONTINUING TO PROMOTE HIGH MORAL AND
EDUCATIONAL STANDARDS AMOUND OUR MEMBERS

PAGE TWO

FROM THE PRESIDENT (CONTINUED)

for the senior medical students as they underwent the "hooding ceremony." Your society provided two scholarships to students who demonstrated commitment to organized medicine. We have a large enrollment of medical students in our organization.

In addition to local opportunities for "defining moments" in time, current events in the state, nation and the world often provide moments of reflection. The recent Boston Marathon bombing is one such example. The prompt attention to the injured resulted in many individuals surviving this horrific moment. Of note, the organization of medical support was in place prior to the disaster. Triage was efficient and correct. In Mobile, our Azalea Trail Run and our Senior Bowl are two events that your Medical Reserve Corps supports through volunteer physicians, nurses and allied health personnel participation. It is organized to deal with all types of disasters. The MRC is open to all our members and you are encouraged to further investigate possible participation.

Your membership in the Mobile County Medical Society entitles you to attend our quarterly meetings and programs that are held at the Country Club of Mobile. Spouses are encouraged to attend as well. This year's programs have been well attended and were recorded for posting on the MSMC's new website, www.msomc.org. At our March 19, 2013 quarterly meeting, a lecture was given by Dr. Edgar W. Finn, psychiatrist at AltaPointe and Assistant Professor of Psychiatry at the USA College of Medicine. He discussed the tragic events that have occurred at Sandy Hook, Aurora, Colorado, and other sites from the perspective of common findings as well as difficulties in establishing preemptive interventions.

Our recent quarterly meeting (May 14), proved to be an evening of "defining moments," as Dr. Peter J. D'Onofrio, President of the Society of Civil War Surgeons, took us back in time to "The Civil War" or "The War of Rebellion" or "The War

Between the States" or "The War of Northern Aggression", as that conflict has been variously called. Dr. D'Onofrio highlighted the advances in surgery that occurred during the conflagration that extend to the present organization and practice of surgery existing both in the military and civilian communities. Our Camp-Rap-A-Hope Executive Director, Melissa McNichol shared some of her family's collection of private letters written during this period in history, thus providing us with a glimpse into the "defining moments" of that era. On display for our viewing were Civil War era letters, receipts and ledger entries presented by Ms. Carol Ellis, Director of the McCall Library.

Attending the MSMC's summer quarterly meeting or Summer Social is another excellent source for capturing "defining moments" while catching up with both active and retired physicians and their spouses. This year's Summer Social or Joint Meeting of the Mobile County and Baldwin County Medical Societies will be held on Tuesday, August 27, at the Five Rivers Conference Center. Although you may be a member of both societies, you are allowed to vote in only one. However, you are welcome to attend either group's functions, and this Joint Quarterly Meeting would be a great one to attend. Dress is business casual. Food, live music, and a bar will be available. Spouses are welcome.

As you can see, the MSMC provides many avenues for capturing "defining moments" and I urge you to take advantage of them as they continue to arise. Thank you to each physician who will be giving their time and talents at the Med-Shed this year for Camp Rap-A-Hope! Please do not hesitate to contact Executive Director, Wendy Bedsole, at the MSMC office if you have ideas or suggestions as to how your Medical Society can better serve you or the Mobile community, please contact us at (251) 476-9494 or www.msomc.org.

John R. Russell

WE HAVE A HISTORY AND A FUTURE

Created in 1841, our society was the first entity
of organized medicine in the state of Alabama.

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L-R: DR. RICHARD ESHAM, SPEAKER MR. PETER D'ONOFRIO AND
MEDICAL MUSEUM BOARD MEMBER DR. CHARLES RODNING AT
OUR MAY QUARTERLY MEETING

The spring of 2013 has brought a substantial amount of activity to the Mobile Medical Museum. This year Mobile was host to MASA's annual session, and for a three-day weekend, the museum entertained doctors from across the state. On Friday, the doctors enjoyed a reception held at the Mitchell Cancer Institute. On Saturday, we had so many visitors at the museum that a head count was not even feasible. Unfortunately, on Sunday our tours were rained out, but that is just a natural side-effect of being situated on the Gulf Coast. However, even with the testy weather, we managed to show off the museum to new people and make new friends in the process.

In addition to our success during the MASA session, we also held the first edition of our "Living History" series, featuring the Civil War era. On May 14, two events were held with the re-enactor Peter J. D'Onofrio, President of the Society of Civil War Surgeons, and Carol Ellis, Director of the Doy Leale McCall Rare Book and Manuscript Library. Mr. D'Onofrio discussed medical advancements during the Civil War, and Ms. Ellis presented excerpts from the Pickens' papers, which are part of a much larger collection of unpublished primary documents from the Civil War era. Both Mr. D'Onofrio and Ms. Ellis gave illuminating lectures and we had large groups at both events.

As always, the museum's primary focus is on preservation and education. It is only through the generous support of our patrons that it is possible to keep doing what we do best: the preservation of medical artifacts for future generations and the education of the present. Our summer calendar is filling up fast. Although school is out of session, summer camps are about to be in full swing, and we are getting calls every week to book tours for science or health-related camps. It's going to be a great summer! Make some time and stop by for a tour.

-Monica Tapper,
Mobile Medical Museum Director



PRESIDENT DR. RON RUSSELL IS SEEN HERE WITH NEW
PHYSICIAN DR. SAVANNAH WATTS AT THE USA HONOR'S
CONVOCATION. SHE AND DR. SONIA SAVANI WERE AWARDED
THE COMMUNITY SERVICE AWARD, GIVEN ANNUALLY BY THE
MEDICAL SOCIETY.

YOU ARE ORGANIZED MEDICINE; WE ARE YOUR SOCIETY



YOUR MEDICAL SOCIETY OF MOBILE
COUNTY OFFICE AT 2701 AIRPORT BLVD

WE ARE HERE FOR YOU, YOUR MEDICAL SOCIETY TEAM:

A NOTE FROM YOUR EXECUTIVE DIRECTOR

A book by Daniel McLean was recently released titled, No One of us is as Strong as ALL of Us. This phrase carries such weight and responsibility. It is so empowering to have a team working towards the goals and vision of this county Society. When I speak with my peers in other physician organizations, they are astounded at what is being accomplished in an office of three employees for a membership of 1100. I always respond that our team includes not only dedicated employees, but a myriad of people who "work to make this work". From our physician members to the Medical Alliance to Camp Rap-A-Hope to the Medical Museum to our Circle of Friends, people are consistently stepping up to help. Beyond our physician events, this Society is actively working with Mobile United, Live Better Mobile, Mobile Medical Reserve Corp, and the Alabama Baby Coalition, among other organizations, to help fulfill our Mission Statement. Thank you to everyone, inside the office and out, who helps us. We are truly able to accomplish more as a team than we ever could alone.

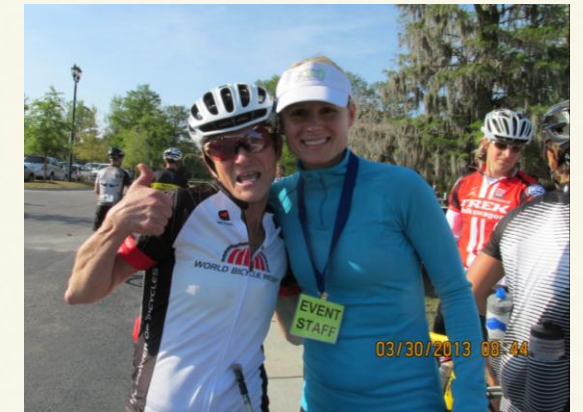
WJ Bedsole



L TO R- MSMC ASSISTANT LORI PARKER, CAMP RAH EXECUTIVE DIRECTOR MELISSA MCNICHOL, CAMP ASSISTANT DIRECTOR ROZ DORSETT, MSMC EXECUTIVE DIRECTOR WENDY BEDSOLE AND MSMC MARKETING ASSISTANT MARK REGAN

WE ARE MAKING A DIFFERENCE

THE TOUR DE LADR BEGAN IN 2005, IN AN EFFORT TO PROMOTE EXERCISE AND A HEALTHY LIFESTYLE. NOW IT HELPS FUND TWO CHARITIES.



Thanks to our physician membership who sponsored and/or participated, the 9th Annual Tour de LADR was a grand success! With a record-breaking 198 Cyclists, we were able to raise \$15,500 for the Mobile Medical Endowment Trust and Camp Rap-a-Hope!



WE ARE THE ALLIANCE

THE ALLIANCE TO THE MEDICAL SOCIETY OF MOBILE COUNTY WAS ORGANIZED IN 1930.

We wish to thank our 2012-2013 Alliance Board for a successful and productive year. We are pleased to welcome the 2013-14 Board, installed on April 16th in a ceremony conducted by our immediate past president, Julie Flotte. We look forward to another successful year ahead.

The Alliance is pleased to welcome nine new members in 2012-13. Thanks to our energetic and talented organizers, Rebecca Castillo, Ashleigh O'Dowd and Laura Reese, we enjoyed a variety of well-attended, fun social events and luncheons that focused on fellowship, friendship and attracting new members. We look forward to many more of these fun events in the year ahead.

This year, the Red, White & Blue fundraiser was held on February 21st at the home of Mary and Ken Ellingwood. The Alliance raised \$2500, which was donated to the Village of Spring Hill sidewalk initiative to improve walkability, and thereby promote fitness and health, in our city. We hope to continue to grow this fun wine tasting event beyond our record attendance of this year.

The Doctors Day Paper Shredding Event on March 27th was a great success, thanks to co-sponsor, Iberia Bank, and organizers, Lauren Busbee and Jennifer Scott. At this popular, annual event to honor our doctors, they can bring documents to be shredded at no cost; refreshments are included, as well.

We plan to continue to reach out to our members and community through our website, social media and newsletter, which have seen many improvements this year, thanks to Marjorie Sanders, who managed our website and social media, and Jen Gallaspy, whose diligence ensured getting our new, reader-friendly, electronic newsletter off to a great start.



THE INSTALLATION OF THE 2013 ALLIANCE EXECUTIVE BOARD

Our Food for Thought initiative is moving forward. This year, the program included cooking demonstrations in our five partnering, public elementary schools. The program aims at fighting childhood obesity by helping children learn about healthy eating and exercise through interactive learning in on-site school gardens and classroom cooking demonstrations, presented by local chefs. Under the leadership of Stacey Howell and Kendra Barnett, the Alliance was able to reach out to nearly 100 children to teach them about healthy eating. Next year, we hope to recruit interested physicians who enjoy cooking to give the cooking demonstrations.

We continue to sell our Food for Thought Cookbook, published this year, to help raise money for our outreach initiatives. The cookbook comprises more than 150 healthy, tasty recipes contributed by Alliance members and local chefs and compiled by Karen Alford. Stacey Howell created the cover art and the original of her artwork was awarded to the raffle winner, Carmen Ives, at the Red, White & Blue wine tasting party, our annual fundraiser.

In the coming year, the Alliance will continue its mission of supporting charitable organizations in our community, whose missions are health-related. This year, a donation of more than \$15,000 was made to Camp Rap-A-Hope with proceeds from the Holiday Honorary Cards fundraiser, chaired by Barbara Agagan, and an additional \$1500 from our Holiday Garland Sale, chaired by Sheila Gray, for donations to Victory Health Partners, Community Services for Vision Rehabilitation and the Mobile Medical Museum. We wish to thank everyone who supported these important fundraisers. An additional \$1400 went to Camp Rap-A-Hope from donations through our annual membership dues.

Our Alliance was honored to serve in our host city for the AMASA Annual Convention this year. Our past president, Karen Alford, was installed as 2013-14 AMASA president-elect. In addition to the meeting and events, our members, Janea Delmas and Kim Daniels, organized a fun, well-attended walking tour of Downtown Mobile for physicians' spouses that included interesting local history and visits to art galleries and shops.

Finally, as we continue the endeavor to fight obesity in our state, AMASA sponsored its first statewide initiative, Get Fit Week, which took place April 22-26th and was chaired by our past president and AMASA president-elect, Karen Alford. Alliances throughout the state hosted events in respective counties. On April 26th, volunteers from our Alliance made healthy treats using recipes in our cookbook, which we passed out to walkers at a table we set up at the kids' Sidewalk-a-thon in Spring Hill.

WE ARE CONNECTED

THE CIRCLE OF FRIENDS IS A RESOURCE TO ASSIST OUR MEMBERS IN MAKING VALUABLE BUSINESS DECISIONS FOR THEIR PRACTICE.



Membership Spotlight:



Michael Sternberg, M.D.

- Received his medical degree from Louisiana State University

- Residency training was completed at the University of South Alabama
- Received his board certification in Internal and Emergency Medicine
- Currently teaches at the University of South Alabama's Department of Emergency Medicine
- Son of board member Melville Sternberg, M.D.

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***The Medical Society welcomes four new members to our Circle of Friends!**

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Bldg I

WE ARE CAMP RAP-A-HOPE

CAMP RAP-A-HOPE, A CAMP FOR CHILDREN WITH CANCER, WAS CREATED IN 1985 BY THE MEDICAL SOCIETY AND MEDICAL ALLIANCE OF MOBILE COUNTY.

PAGE FIVE



What a great start to 2013 for Camp Rap-A-Hope! We were invited to bring two of our graduated Campers to Vermont for a teen winter weekend with another oncology camp – truly the trip of a lifetime for Shelby Easterling and Ricky Griffin. Thank you to those who helped fund this unexpected opportunity.

We've had numerous occasions to share all about Camp with new folks who will either be sending their child to camp for the first time or be a new resource for support. From The Wind Creek Casino to new kids in New Orleans, the mission of Camp Rap-A-Hope is reaching our community and beyond.

We are quickly approaching Camp week 2013 and look forward to serving a record number of Campers. Our theme this year is *Cirque du Hope...The Greatest Camp on Earth*. We have a professional circus company that will spend the week teaching our Campers various circus skills from walking on a tight rope, to juggling and plate spinning, to trapeze tricks. When they head home from Camp they'll have a heightened sense of self confidence and will have made special memories that will carry them through their journey with cancer and beyond.

Camp could not happen without the support of the Medical Society and particularly the physicians who volunteer for the MedShed. A heartfelt thank you for all you do to bring a smile to children with cancer.

-Melissa McNichol, Executive Director,
Camp Rap-A-Hope
melissa@camrapahope.org

**Please make plans to be part of
our Camp week:**

When: Friday, June 7th ~ 11:00a.m.

Where: Camp Grace

Why: The Campers will be showing off their new circus skills by sharing a Circus performance with YOU, our supporters! Call the Camp office at 251-476-9880 for more information.

Visit the Camp Rap-a-Hope website at www.camrapahope.org

WE ARE PROFESSIONAL PEERS

NURTURING CORDIAL RELATIONSHIPS AMONG SUCH PROFESSIONALS

PAGE SIX

ORGANIZED MEDICINE IN ACTION:



L-R DRS. JORGE ALSIP, KEN BREWINGTON, JOHN "RON" RUSSELL, ELIZABETH MANCI, AND AIMEE WALSH PREPARING TO VOTE AT MASA'S ANNUAL SESSION AS DISTRICT 1



DR. LUKE ENGERISER AND MASA'S NEWLY-ELECTED PRESIDENT-ELECT, DR. RON FRANKS AT MASA ANNUAL SESSION

WE ARE A COMMUNITY

WE RECOGNIZE AND ENCOURAGE FELLOW PHYSICIANS IN ORDER TO FORM AND SUPPORT A UNIFIED MEMBERSHIP.

PAGE SEVEN

DR. BERT EICHOLD NAMED MOBILIAN OF THE YEAR



DR. BERT EICHOLD,
MOBILE COUNTY PUBLIC HEALTH OFFICER

It is an honor that was bestowed upon his father, internist Dr. Samuel Eichold, in 1989 just 1 year before the younger Dr. Eichold joined the health department.

And like his father, Dr. Bernard Eichold is being celebrated as a healer whose actions have permeated deep into various levels of society in and around Mobile.

One of the reasons Dr. Eichold said he left private practice more than 2 decades ago to serve in the public health sector was because of the affection he feels for the city he calls home.

"There's faith, there's hope, but more importantly there's love," he said. "It's a wonderful community filled with good people."

The Medical Society congratulates Dr. Eichold on being named Mobilian of the Year 2013.

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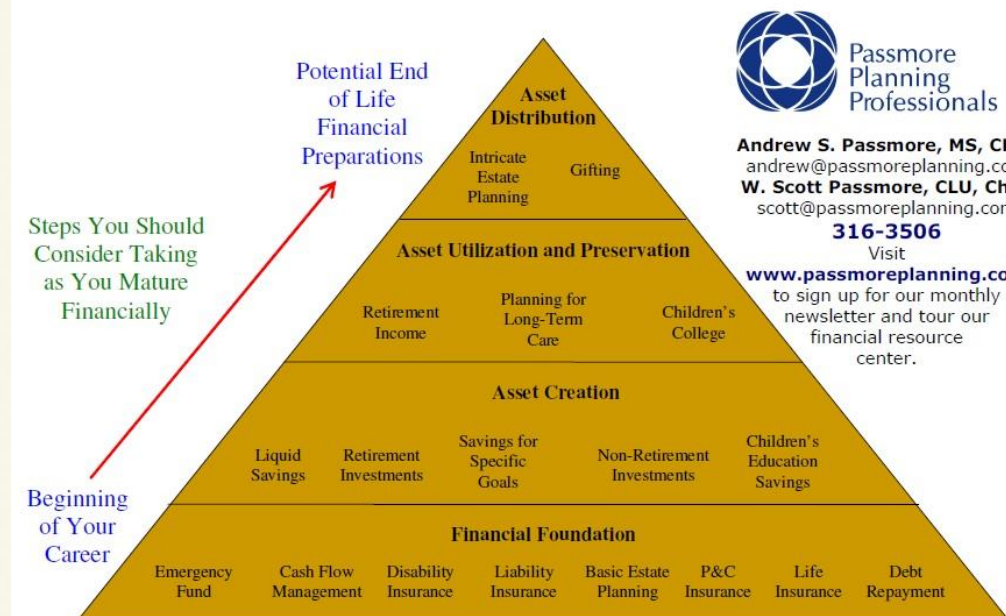


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A Methodical Process To Accomplish Your Goals



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