

**The Medical Society is proud to
welcome several new members in
2014:**

Jared L. Burkett, M.D.

Alabama Orthopaedic Clinic, P.C.

Juan Penaranda Canal, M.D.

Cardio-Thoracic & Vascular Surgery

Brooks D. Cash, M.D.

USA Department of Gastroenterology

Eric Johnson, M.D.

Providence Family Physicians

Carol W. Norden, M.D.

USA Mitchell Cancer Institute

Suzana Sogorovic, M.D.

Inpatient consultants of Alabama, Inc.

William Terry, Jr., M.D.

Urology & Oncology Specialists

Nancy O. Wood, M.D.

Pediatric Associates of Mobile

Amy Woodward, M.D.

Mobile Diagnostic Center



Mary Shaffer Wells, M.D.
President

Greetings from your Board of Censors!

2014 has been a year of change.

Carl Sagan stated: "You have to know the past to understand the present." To this end, we are very pleased to announce that the MSOMC has forged a formal relationship with the Mobile Medical Museum. The Mobile Medical Museum is one of only a handful of freestanding medical museums. The museum has an extensive collection, which includes items from medicine, nursing and the allied health professions. We have had a similar relationship with Camp Rap-A-Hope for many years. Our association with Camp Rap-A-Hope has been productive and fulfilling. Two of our Board members will sit on the Mobile Medical Museum Board, just as we do for Camp Rap-A-Hope. The new director of the Mobile Medical Museum is Raven Christopher who is highly qualified, vibrant and enthusiastic. Our hope is that the Mobile Medical Museum becomes as successful and relevant for Mobile and the Southeast as that of Camp Rap-A-Hope!

CONTINUED FROM PAGE 1:

Many of us have had to undergo major changes in the way we practice medicine, as we have seen significant alterations in patient access to healthcare and reimbursement. Although we have experienced changes within and without our profession, the overall atmosphere at MASA and the MSOMC is one of positivity.

In February, we attended the MASA Legislative Conference in Washington, D.C. This year's conference was informative, timely and upbeat. Seminars were geared towards interacting with and presenting ourselves to the media. Senator Jeff Sessions was receptive to the concerns presented by MASA. Unfortunately, blizzard conditions prevented many of us from meeting with our Congressman. The take home message was Obama Care is not going away; however, changes to the law can and will occur which, hopefully, will have positive implications for physicians and patients. An example of your state and local Medical Society success is the postponement of ICD-10 implementation. Thanks Dr. Jeff Terry!

It was a privilege to attend the Honors Convocation of the USA-College of Medicine, where two graduating students were recognized by the MSOMC for their Community Service. This was particularly meaningful for me as a graduate of USA-College of Medicine. I will be attending Orientation at the USA-College of Medicine in August. Students and residents have been attending quarterly meetings in greater numbers. It is always a thrill to welcome our future colleagues and is an investment in the future of medicine.

The December Quarterly Meeting will be on December 2, 2014. This event will take place at the Cruise Ship Terminal and will highlight the Arts in Mobile. We plan to have an "Art Walk" and Silent Auction to benefit Camp Rap-A-Hope. Several of our members and their relatives are accomplished artists in varied media and we look forward to being introduced to and enjoying their many talents. We especially want to display and highlight the art of any physician member, Alliance member and relatives!

Finally, we want to know how we are doing as YOUR Medical Society. You will be asked to complete a brief survey at the next Quarterly Meeting. Please feel free to contact the office and let us know what we are doing right, as well as what you would like to see changed. This is your Society.

Thank you for being a part of our Society!



Dr. Mary Shaffer Wells (right) and Dr. Jill Ringold (left) at the Honors Convocation of the USA College of Medicine.

WE ARE MAKING A DIFFERENCE

THE TOUR DE LADR BEGAN IN 2005 WITH THE INTENT OF PROMOTING EXERCISE AND A HEALTHY LIFESTYLE. NOW IT HELPS FUND TWO CHARITIES

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10th Annual TOUR de LADRBIKE..... LOWER ALABAMA DOCTORS

With the support of our sponsors, volunteers, participants, and physician members we were able to raise \$13,300 for Camp Rap-A-Hope and the Mobile Medical Endowment Trust which provides community service scholarships for medical students.



Visit the Tour de LADR on the web at: www.tourdeladr.com

WE ARE THE ALLIANCE

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

The Alliance to the Medical Society held an installation of new officers on April 29, 2014. We are pleased to announce the following members who will offer their time and talent: Ashleigh O'Dowd, President; Beth Hooks, President-Elect and Holiday Cards; Mary Galla, Secretary; Karen Alford and Brandy Revels, Programming; Carmen Ives, Communications; Amy McIntyre, Sunshine; Sheila Gray, Garland Sale; Susan Picard, Lettie Daffin Perdue Scholarship; Mary Ellingwood, Database and Directory; and Julie Flotte, Past President Liaison. We have all had a busy summer and we are eager to get started on this year's agenda. The Alliance has already set goals of new membership, outreach, charitable giving, scholarships, health initiatives, and much more. Stay tuned for a very productive year!

The Alliance has submitted an application for a health grant to assist with our "House Calls" initiative. House Calls is a series of lecture events created to improve the health of the Mobile community. We had 2 physicians and 1 fitness expert donate their time for the lectures. The Alliance provided a gift at the end of the lecture for each of our speakers. We were only able to host a total of 3 lectures due to inclement weather during the scheduled lecture in January. Lunch was provided to the first forty people attending for the first 2 lectures, and the first twenty attending at the last lecture. Many heartfelt thanks to our speakers! The lectures held were as follows: "Fitness and Food Made Fun" presented by Jennifer Hunt from The Fit Nest; "GI Potpurri" presented by Dr. Bennett Hooks, Gastroenterologist; and "Tanning is Totally Out" presented by Dr. Amy Morris, Dermatologist. The January lecture that was cancelled due to inclement weather was prepared by Dr. Philip Madonia, and he will be presenting, "Vitality Through Conscious Eating", for us later this year. We will continue to hold a lecture every other month during the 2014-2015 Alliance year. We will be selecting our four speakers to present various topics regarding our community health at our first board meeting in August. Please contact Ashleigh O'Dowd at 251-689-6738 if you are interested in serving as a guest lecturer. Posters will be printed and placed at various places in town to encourage attendance.

Participants in the "House Calls" lectures are given a boxed lunch and are allowed to ask questions at the end. We had many members of the community praise this lecture series and ask how they could get a calendar regarding upcoming lectures. Some of the attendees wanted to help with publicity and thought it was a great service. We offered people who were afraid of going to the doctor a way to ask questions to see if they needed immediate care.

We want to give a congratulatory shout out to one of our Past Presidents, Mrs. Karen Alford, who was selected as this year's AMASA President. She joined the Medical Alliance 13 years ago when the family moved to Mobile and her husband started a private practice. The Alliance was a great way to meet new people in a new city. She is still friends today with those who joined with her, and she continues to meet new ones today, through the Alliance. This year's AMASA conference was held at The Grand Hotel Marriott, August 24-25, 2014, in Point Clear, Alabama. We had a fabulous girl's getaway weekend and learned more about the Alliance to the Medical Association of the State of Alabama.

For those of you who don't know, the Alliance is an organization of physician spouses and physicians committed to improving the health of Mobile County through health education, scholarships and community outreach projects. We work diligently to support each other as medical spouses while giving back to the community we love. Please be sure to share your thoughts, needs, and concerns with both the Society and Alliance so that we can assist you! We welcome anyone who is interested in joining the Alliance to the Medical Society of Mobile County to call Julie Flotte at 251-554-6279.

-Ashleigh O'Dowd

President

Alliance to the Medical Society of Mobile County

THE GREATEST GIFT...

THE ALLIANCE ALONGSIDE THE MEDICAL SOCIETY FOUNDED
CAMP RAP-A-HOPE IN 1985.

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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.



Fun for Kids with Cancer

A special thank you to the physicians who gave of their time for Camp Rap-A-Hope this year:

Jimmy Walker	Tiffany Long
Lynn Batten	Mark McDaniel
Ken Brewington	Tom McGee
Raymond Broughton	Matthew McIntyre
Richard Duffey	John McMahon
Cyle Ferguson	Chris Nichols
Ted Flotte	Kitti Outlaw
Nina Ford-Johnson	Edward Schnitzer
Scott Freeman	Natalie Sharp
John Galla	Abdul Siddiqui
Debra Gardner	Scott VanLoock
Diana Hashimi	Mary Wells
Hamayun Imran	Felicia Wilson
Joel Laughlin	John Wilson

Rock, Paper, Scissors...CAMP! Our Camp week was filled with games, fun, victories, and memory-making joy-filled hours for 84 Campers. Our most Campers ever! Camp Rap-A-Hope continues to grow in all areas: from the number of Campers served to more activities for the Campers and their families throughout the year. We had 12 Campers to “graduate” from Camp, and we had 20 new Campers to join the Rap-A-Hope family. The sometimes painful privilege of working with these awesome kids takes the tireless efforts of many. Thank you for the part you play in providing this incredible opportunity for Campers, their families and volunteers alike. A second year camper, Nyron, told us that if he could go back he’d have his Make-A-Wish dream trip cut in half so the other money could be used to make Camp last for two weeks instead of just one. I’d say he had a good time! Daniel Salisbury wrote this in a school paper the week after Camp: “It’s a time that I remind myself of how precious life is, how trivial a lot of our problems really are, and how these campers have served as a source of inspiration to me for those times that I find most challenging. These campers have been through more difficult situations than anyone would want in a lifetime, but they are pushing through and smiling the whole time. That’s what keeps bringing me back to volunteer at camp, and I hope that I will be able to continue volunteering for years to come. It’s a precious reminder to why I wanted to enter the medical field in the first place. And in that regard, I cannot say how grateful I am for the opportunity to return back to Camp this year.” On behalf of the Campers, their families, the Staff and Volunteers – thank you!

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

WE ARE PROFESSIONAL PEERS

NURTURING CORDIAL RELATIONSHIPS AMONG
SUCH PROFESSIONALS

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OUR YOUNG PHYSICIAN'S SECTION

enjoyed a wonderful dinner served by the Ok Bicycle Shop. Our YPS events are open to non-members so be sure to invite young physicians who are new to the area. As always, thank you to our event sponsors, Passmore Planning Professionals and Proassurance.



“As physicians, we have so many unknowns coming our way...

One thing I am certain about is my malpractice protection.”

Medicine is feeling the effects of regulatory and legislative changes, increasing risk, and profitability demands—all contributing to uncertainty and lack of control.

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I believe in fair treatment—and I get it.



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WE HAVE A HISTORY AND A FUTURE

CREATED IN 1841, OUR SOCIETY WAS THE FIRST ENTITY OF ORGANIZED MEDICINE IN THE STATE OF ALABAMA.

An address from the Medical Museum:

The Mobile Medical Museum has been bustling with excitement this year. Raven Christopher joined our team in June as the new Executive Director. With the appointment of a full-time director, the museum looks forward to establishing regular operating hours, increasing visibility in the community, and expanding educational programming. Another important change at the museum is the website's new home at www.mobilemedicalmuseum.org, so be sure to bookmark the new page!

This summer the museum was thrilled to have the opportunity to educate young, aspiring medical professionals. The museum participated in several local summer camps, including the Mobile County Public School's Health Science Camp and the School of Math and Science's So You Want to be a Physician camp. The museum continues to educate those entering into the medical field, with regular visits from the University of South Alabama, Fortis College, Bishop State and Virginia College. This summer we were also proud to host the Board of Directors of the American Academy of Family Physicians and their families. This lively group hailed from all over the country and graciously taught us as much as we taught them.

As the year rolls on, the museum looks forward to continuing its mission of preservation and education. Top on our list of things to do include making our archives, housed in the J.L. Bedsole Archives Room, more researcher-friendly to encourage the community to utilize our trove of hidden treasures. We are also looking forward to our Fall Lecture Series, which will begin October 8, 2014 with a lecture by Dr. Bert E. Park on the health of Adolf Hitler. Dr. Park is the author of *Ailing, Aging, Addicted: Studies of Compromised Leadership and The Impact of Illness on World Leaders*. Get your copies today so you can be ready for his lecture.



-Raven Christopher

As always, we whole-heartedly thank all those involved for the financial support of the museum. This year we have received generous donations from the Poarch Band of Creek Indians, the Eichold Family Foundation, and the DeBakey Foundation. However, without the continued support of our donors year-round the museum cannot fulfill its mission of preservation and education. So please continue to patronize the Mobile Medical Museum and give freely to help make our goals a reality!

-Raven Christopher
Executive Director
Medical Museum of Mobile



Board of
Directors
of the
American
Academy
of Family
Physicians

WE ARE YOUR SOCIETY

ASSISTING OUR MEMBERSHIP AT EVERY TURN.

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A note from the Executive Director:

As your Medical Society, we want to be what YOU need us to be. In the next few months, you will be given several opportunities to complete a short survey on Our society. Please take the time to give us your feedback so we can be the Society you need. Thank you for the outstanding service you provide to the citizens of Mobile. Lastly, next time you are in the neighborhood, stop by the office. We would love to show you around!



THE MEDICAL SOCIETY OF MOBILE COUNTY
AT 2701 AIRPORT BLVD



Right-Dr. John "Ron" Russell, Past President
Left-Wendy Bedsole, Executive Director

Platinum

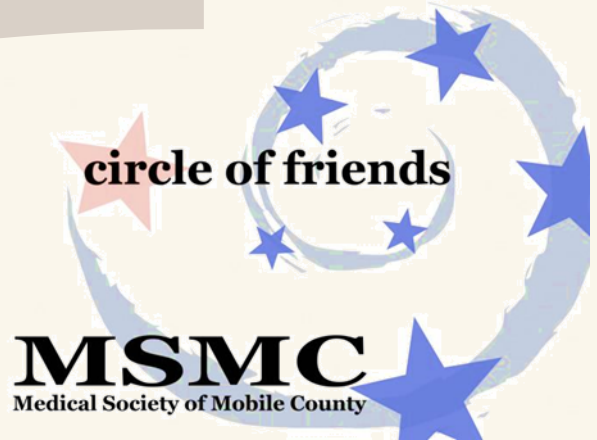
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YOU ARE ORGANIZED MEDICINE

COMING TOGETHER TO PROMOTE THE HEALTH AND WELLNESS OF THE SURROUNDING COMMUNITIES FOR OVER A CENTURY.

OUR MAY QUARTERLY MEETING

was graced by local author, Linda Busby Parker, speaking on the creative imagining behind Seven Laurels, her award-winning civil rights novel. We honored several physicians who have been members of your medical society for 30 years. Be sure to look for your invite to our next membership meeting in the mail.



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July 8, 2014

Doctors,

With all the upheaval in medicine over the last year, we want to inform you that we, at Victory Health Partners, are still here and perfectly positioned to provide care to the increasing number of uninsured patients in our community. We continue to see 70-80 new patients each month; and so, even though some of our patients have been able to obtain some insurance, the vast majority still cannot afford health insurance. Many more than have obtained insurance are those who have lost their insurance and are in need of care. We continue to partner with many of you to help provide specialty care for a reasonable cost to our patients – for which we are so very grateful!

I am sure you are seeing much of the same in your own practices and, probably, continue to care for many patients without insurance. Please know that we are still available to serve these patients for a low co-payment to the patient; and that we will assist them with obtaining medications, seeing specialists, getting preventative tests such as Pap smears and mammograms, getting eye exams or with receiving cleanings and care from our dentist. Please use us as a referral for those low-income adults with no insurance. And if and when they do get insurance, we will do our best to return them to your care.

Please do not hesitate to contact us if you have any questions. You may contact Kim Garrett, Victory's Development Director, at (251) 460-2928 or kgarrett@victoryhealth.org if you have any questions or would like to visit Victory for a tour. Thank you for your partnership!

God bless!

Robert D. Lightfoot, M.D.
Victory Health Partners

ADVERTISE IN THE MEDICAL SOCIETY NEWSLETTER!

The newsletter goes out semiannually to over 1,000 Mobile County physician homes and offices.

ONE FULL PAGE ADVERTISEMENT \$1000

ONE 1/2 PAGE ADVERTISEMENT \$750

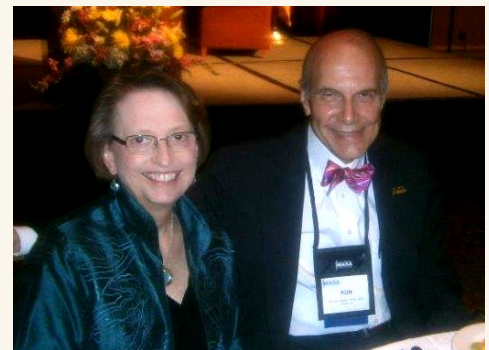
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FOR MORE INFORMATION CONTACT:

MARK REGAN

(251) 476-9494

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Upcoming Events

Medical Society

- | | |
|------------------|-----------------------------------|
| ◆ YPS Social | TBD |
| ◆ Holiday Social | Tuesday, December 2 nd |

Camp Rap-A-Hope

- | | |
|------------------------|-------------------------------------|
| ◆ Fall Family Fun Day | Sunday, November 2 nd |
| ◆ Turkey Trot for Hope | Thursday, November 27 th |

Contact us:

Medical Society office:

251-476-9494

Camp Rap-A-Hope office:

251-476-9880

Medical Museum office:

251-415-1109

Alliance:

Julie Flotte– 251-554-6279