

Fifth District Report to the MSSNY Council Meeting

November 3, 2016 (Report last updated October 20, 2016)

The Fifth District includes Cayuga, Chenango, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, and St. Lawrence counties.

The 5th and 6th District is having their Annual Retreat on November 4th and 5th, 2016 at The Beeches Inn and Conference Center in Rome, NY. Scheduled presentations include those by both the current and immediate past MSSNY presidents Drs. Reid and Maldonado, MSSNY Executive Vice President (EVP) Philip Schuh, CPA, MSSNY Senior VP, Legislative Affairs Moe Auster, Esq., Donnaline Richman, Esq. of Fager, Amsler, Keller and Schoppmann, and Managing Partner Kern Augustine, P.C. David L. Adelson, Esq. and presentations on the subjects physician emotional intelligence and telemedicine and work place wellness. All Council members are invited to attend. If interested, please contact Kathi Dyman, EVP of the Medical Societies of Cayuga, Chenango, Herkimer, Madison, Oneida, Oswego, and St. Lawrence at kdyman@medsocieties.com for more information and registration.

I attended a presentation by the DSRIP PPS for Jefferson County on October 5, 2016. I am planning on attending and presenting at the upcoming meeting of the Medical Society of Jefferson County on October 26, 2016.

The following was furnished by James Coulthart, Executive Vice President of the Onondaga County Medical Society (OCMS).

MSSNY & NYSSA Booth New York State Fair 2016

For decades, MSSNY has had a booth at the New York State Fair. In 2009, MSSNY partnered with the NYS Society of Anesthesiology (NYSSA) to share the costs and administrative responsibilities of the booth. Onondaga County Medical Society (OCMS) provides the coordination with the Anesthesiology Society's Upstate University Hospital resident physicians and other NYSSA members interested in interacting with the public at the Fair booth. OCMS also provides transportation of materials and year round storage of NYSSA display equipment and literature.

For the MSSNY portion of the booth, OCMS provides the same year round logistical support as mentioned previously for NYSSA. OCMS also takes the local administrative lead in dealing with the Fairgrounds office as the Fair is located in the Syracuse area. For MSSNY, OCMS provides recruitment for staffing the booth with area member physicians as well as appropriate public health agencies with an interest in getting their information to the Fair going public.

Attendance at the 2016 twelve day long NYS Fair set an all-time record in excess of 1.1 million visitors. This means that tens of thousands of people come through the Science & Technology

Building where the MSSNY/NYSSA booth is located.

The value of having a MSSNY/NYSSA booth at the New York State Fair:

- As the main banner at the booth states, ***“Physicians Serving the Healthcare Needs of All New Yorkers.”***
- The booth is a great public awareness opportunity to have physicians share medical information and hold casual but important health related conversations with people outside the office. OCMS secures the donated use of blood pressure monitors from Welch Allyn for physicians to use to provide thousands of blood pressure checks to the public. For some of the public, this is one of the few, if any, medical encounters they have throughout the year. Several people have been recommended to see a physician for abnormally high (or low) readings. During one four hour shift, two physicians estimated they each conducted 60 blood pressure checks (120 total), as they engaged the public in conversation. Throughout the twelve day fair, other physicians spoke with the public about topics such as anesthesia procedures and effects of anesthesia, smoking cessation, going to urgent care vs. the ER, and rheumatologic diseases. Additionally, some other health organizations provided materials on the value of immunizations, on glaucoma conditions, on the importance of taking drugs as prescribed, and about eye care.
- Other health professionals also have booths in the same Fair building: the Physicians Assistants Association, the Nurses Association, the Association of Nurse Practitioners, and the Respiratory Therapists among other health related causes and associations. If there were no MSSNY/NYSSA booth it would cause the public to ask, “Where are the doctors?”
- Interesting additional facts from this year’s booth at the Fair :
 - 8, 000 pairs of sunglasses were distributed to the public in two days by a local member physician’s eye care office.
 - Physicians taking blood pressure readings typically conducted 50-60 during the shift times they were at the booth.
 - A local Poison Control Center educator reported speaking directly with over 250 people during his four hour shift on poison prevention.
 - Local representatives of the ***Take as Directed*** prescription awareness program distributed over 2,000 pill minders and hundreds of refrigerator magnets in addition to literature promoting the program.
 - Local health department officials spoke throughout their assigned times to both parents and children about the importance of immunizations.
 - Given the extreme heat during the Fair, it was not uncommon for some sick fairgoers to seek first aid assistance at the booth before EMTs arrive.
- Nearly two dozen Anesthesiology related physicians and residents staff the NYSSA portion of the booth during the Fair

- At least fourteen MSSNY member physicians and their staff members manned shifts at the booth during the Fair.
- Member physicians and their staffs are already requesting time slots for the 2017 Fair.

Mr. Coulthart is looking forward to discussing plans for 2017.

Respectfully submitted,

Howard Huang, MD, Jefferson County, 5th District Councilor