



Medical Society of Jefferson County
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Fifth District Report to the MSSNY Council Meeting
November 2, 2017 (Report last updated October 19, 2017)

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

I attended the Executive Council of the Medical Society of Jefferson County on August 29, 2017 in Watertown, NY. I attended the MSSNY Long Range Planning Committee conference call on September 11, 2017. Brenda Van Nest, MSSNY Upstate Outreach Representative, and I presented a formal MSSNY institutional membership proposal to the medical staff of Samaritan Medical Center in Watertown, NY at the quarterly staff meeting September 12, 2017. The medical staff will have an electronic, written vote to determine if the group will accept our proposal. I attended the Medical Society of Cayuga County meeting on September 27, 2017 in Auburn, NY. I attended the Medical Society of Oswego County meeting on October 18, 2017 in Oswego, NY.

Please save the date: The 5th & 6th District Retreat will be **Friday, October 27th to Saturday, October 28th** at **The Beeches Inn & Conference Center** in Rome, NY.

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

MATTERS OF NOTE
ONONDAGA COUNTY MEDICAL SOCIETY

- OCMS continues to seek new physician members by establishing and cultivating ongoing rapport with area practices and Syracuse area hospital key staff members.
- Value added programs *Motivational Interviewing* (September 20th) and *Maximizing Reimbursements by Using the Correct Codes* (October 17th) took place this fall for OCMS members.
- A detailed report on OCMS support of the 2017 New York State Fair for MSSNY was sent under a separate cover.

- The OCMS Annual Meeting & Dinner will take place on November 9th. Dr. Brian Johnson, incoming OCMS president and other incoming officers and other leaders will be elected at this dual business meeting and service awards presentation. (A copy of the award winning physicians and individuals is attached).
- Several OCMS 2018 HOD Delegates will attend the 5th/6th Districts Fall Retreat on October 27th & 28th at the Beeches Resort & Conference Center in Rome, NY.
- Plans are being made to host a MSSNY CME program on Concussions February 15, 2018 and a Lifeworkz program (personal coaching) in March

MSSNY & NYSSA Booth

New York State Fair 2017

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 2017 thirteen day long NYS Fair set an all time record in excess of 1.1 million visitors. This means that tens of thousands of people came 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 Welych Allen for use by physicians 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’, it is estimated physicians estimated that each physician conducted approximately 60 blood pressure checks as they engaged the public in conversation. Throughout the twelve day fair, other physicians spoke with the public about and anesthesia procedures and effects of anesthesia, smoking cessation, going to urgent care v. the ER, rheumatologic diseases. The local poison control agency estimated that 150 people took materials on various types of poisoning, including lead. Additionally, some other health organizations provided materials on the value of immunizations, glaucoma conditions, the importance of taking drugs as prescribed, and eyecare.

Upstate Medical students under physician supervision offered free Narcan training and provided free kits to members of the public.

- Other health professionals also have booths in the same Fair building: the Physicians Assistants Association, the Nurses Association, the Association of Nurse Practitioners, 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 :
 - 7,000 pairs of sunglasses and eyecare drops were distributed to the public in two days by a local member physician's eyecare office.
 - Physicians taking blood pressure readings typically conducted 50-60 during the shift times they were at the booth.
 - The local Heart Association chapter engaged the public on heart healthy issues, the importance of exercise, and made other suggestions.
 - Local representatives of the *Live Fearless* wellness program distributed hundreds of tote bags and Medicare information personnel were on hand to answer generic questions for senior citizens.
 - Local health department officials spoke throughout their assigned times to both parents and children about the importance of immunizations and wellness.
 - Given the frequent 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, local health agencies and interested MSSNY members have signed a petition (nearly 3 pages long—attached) calling on MSSNY/NYSSA to continue to support this valuable public service for 2018.
- *NYSSA has already committed it's involvement for 2018.*
- It is hoped that MSSNY/ NYSSA will continue valuable support for 2018 as well.

Respectfully submitted,

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

Jim Coulthart, Executive Vice President, Onondaga County Medical Society



Come Join Us!

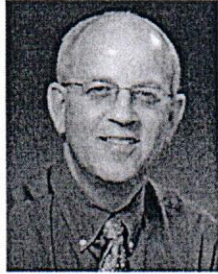
Join the Onondaga County Medical Society as we honor the following individuals for their service to medicine and the community at the Annual Dinner Meeting:



DISTINGUISHED SERVICE AWARD
Jeffrey Kahn, M.D



JERRY HOFFMAN ADVOCACY AWARD
Jeffrey S. Sneider, M.D.



PHYSICIAN SERVICE TO THE MEDICAL SOCIETY
Mitchell R. Lebowitz, M.D.



PHYSICIAN SERVICE TO THE MEDICAL SOCIETY
Adrienne D. Allen, M.D.



PHYSICIAN SERVICE TO THE COMMUNITY
Indu Gupta, M.D.



INDIVIDUAL SERVICE TO MEDICAL CARE
Ronald Fish, Ph.D.



INDIVIDUAL SERVICE TO MEDICAL CARE
Pamela J. Hunter, N.Y.S. Assemblymember



COMMUNITY ORGANIZATION SERVICE
TO MEDICAL CARE
Syracuse Behavioral Health



COMMENDABLE SERVICE BY A RETIRED
PHYSICIAN
Brian Y. Changlai, M.D.

The dinner meeting will be held Thursday, November 9, at the Holiday Inn Liverpool, 441 Electronics Parkway. The cash bar reception will begin at 6 pm, followed by dinner and the program at 7 pm.

Dr. Brian Johnson will be inaugurated as the Medical Society's 190th president and the 2017-2018 slate of officers will be voted in.