

# SEVENTH DISTRICT BRANCH REPORT

April 2019

Since the last meeting of the MSSNY Council, the Seventh District Branch has been involved in the following issues and activities:

- MCMS has continued to host monthly networking and social events with attendance averaging 35 physicians per event.
- MCMS hosted Dr. Madejski to present the Veterans Matters Program.
- MCMS continues to serve in the community's System Integration Team co-chaired by Congressman Joe Morrelle. The goal of this multi-stakeholder group is to break down silos between Education, Health, and Community Based Organizations with funding from foundations and NYS.
- MCMS has joined the Excellus Partnership to Achieve Quality Physician Advisory Committee
- MCMS hosted a Physician Employment Contracting program
- MCMS launched a television marketing campaign designed to raise awareness of the brand and increase member referrals through [www.mcms.org](http://www.mcms.org).
- MCMS continues to provide comprehensive practice management education.
- Phase 2 of the MCMS Knowledge to Action project continues to move forward with 1<sup>st</sup> quarter 2019 clinical data being transmitted to our data partner for aggregation and reporting. Participating physicians and PA's will receive MOC IV credit at end of project (last data collection is Q4 2019).
- The Quality Collaborative will review/approve the following updated guideline at its April meeting: *ADHD in Children and Adolescents*.
- The Quality Collaborative will review/approve requests for (2) ABMS MOC Sponsor quality improvement projects: *Improving HPV Vaccination Rates Among Adolescents in New York State* and *Improving Practice Performance Based on HEDIS measures*. Any physician seeking MOC credit for QI projects can work with MCMS to receive MOC.
- MCMS was recognized nationally by the American Association of Medical Society Executives in their inaugural issue of a newsletter sent to every Medical/Specialty society CEO for our guideline work specifically with acute back pain.
- MCMS was interviewed by local media regarding the shortage of primary care physicians in the Finger Lakes region.