

# **SEVENTH DISTRICT BRANCH REPORT**

**May 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 Participated in the Million Hearts Steering Committee and Tobacco Free College Conference.
- 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.
- Congressman Morelle met with more than 30 physicians at MCMS who shared their input regarding future healthcare models.
- MCMS' television marketing campaign continues, with over 800 commercials airing each month. Our goal is to raise awareness of the brand and increase member referrals through [www.mcms.org](http://www.mcms.org).
- MCMS is working to progress e-discontinuation (also known as CancelRx). MCMS met with grant writers, physicians, health systems, and pharmacies to discuss moving the initiative forward in our community.
- Phase 2 of the MCMS Knowledge to Action project continues to move forward with 1st quarter 2019 reports for asthma and major depressive disorder being reviewed with participating physicians who, along with PA's, will receive MOC IV credit at end of project (last data collection is Q4 2019).
- The Quality Collaborative approved updates to the ADHD in Children & Adolescents guideline and the Adult Preventive Care guideline. Also discussed were MOC project approvals and our ongoing Quality Improvement projects.
- MCMS hosted the program "Hiring & Firing, What You Need to Know"
- The MCMS Practice Management and Practice Billing Management Committees met in May.