

SEVENTH DISTRICT BRANCH REPORT

November 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 4th year medical students with an interactive session on advocacy.
- MCMS' television marketing campaign continues, with over 800 commercials airing each month. Our new commercials advertising our upcoming healthcare career fair begin next week.
- MCMS spoke with the media regarding NYS vaccine regulations and public school access.
- The Quality Collaborative approved the next phase of our Knowledge To Action: Guideline Implementation Quality Improvement project. The Prediabetes Guideline was selected, with initial screening and diagnostic metrics discussed.
- MCMS hosted its first ever Career Fair, with more than 200 attendees and 30 employers participating.
- MCMS co-sponsored a County Legislator Debate in October. MCMS has called upon the incumbents and challengers to amplify our voice in Albany to support the physicians and patients in Monroe County.
- MCMS and the County Health Department collaborated to staff a booth at the WHEC-10 Health Fair, offering Narcan training and education to the more than 7,000 people who attended.
- The MCMS Private Practice Committee met to discuss upcoming administrative policies from payers and to provide feedback to MCMS related to advocacy efforts, among other items.