



MEDICAL SOCIETY OF THE STATE OF NEW YORK

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TO: MSSNY COUNCIL

**FROM: JOSHUA COHEN, MD, COMMISSIONER
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SUBJECT: PUBLIC HEALTH AND EDUCATION REPORT

The following is an update on various projects that MSSNY's Division of Public Health and Education are involved in and occurred over the last year.

MSSNY Practice Transformation Initiative

The Medical Society of the State of New York is collaborating with the Physicians Foundation and American Medical Association to advance research and promote evidence-based solutions that improve patient care by enhancing professional well-being and reducing physician burnout. Originally slated to begin in February 2020, the initiative was halted by the COVID-19 pandemic in March 2020. In August, the AMA, and the Physicians Foundation, reactivated the four states involved in the project. The four states are Maine, NY, South Carolina, and Ohio. MSSNY began soliciting institutions to participate in August 2020 and identified the following institutions to participate: Ellis Medicine, Bassett Healthcare, Northwell, St. Peter's Health Partners (two practice locations) and NY Presbyterian. In February, MSSNY and the practice sites participated in an AMA Boot Camp regarding this initiative. Cayla Lauder serves as the program coordinator for this project.

The Practice Transformation Initiative program objectives include:

- Reduce clinician burnout by furthering practice transformation research focused on evidence-based interventions.
- Examine and build the evidence base for interventions that support physician well-being.
- Facilitate collaboration and the sharing of information and resources among practice sites to create a national action network.

Each practice site identified a core project team that includes both a clinician and administrative lead. The core project team is responsible for execution of their chosen intervention and preparing monthly written progress reports to MSSNY.

Currently, MSSNY and the AMA have distributed the mini-z surveys to all six practice sites and have reached 30% participation resulting in the AMA closing the survey and generating the results. Results have been shared with four out of six sites and each practice site can join a 1:1 coaching call with the AMA to discuss results as well as intervention planning. The next steps will be for the practice sites to decide and implement an intervention within their institution. The AMA and MSSNY will be meeting with all of the NYS practice sites to discuss overall results of burnout as well as what each institution is planning on doing.

MSSNY Peer to Peer (P2P) Program

In July 2020, the Medical Society of the State of New York launched its Peer-to-Peer program. MSSNY has over 50 peer supporters that underwent training to assist their colleagues who are need of help in dealing with work

and family stressors. With the advent of the COVID-19 pandemic, some of the emotional issues related to this event, may also be troubling for our colleagues.

The program is offered to physicians, residents and medical students and is a completely **confidential and anonymous** opportunity to talk with a peer about some of life stressors. Under the direction of the MSSNY's Physician Wellness and Resiliency Committee the program has established a confidential helpline phone number (1-844-P2P-PEER) and an email address (p2p@mssny.org) so that physicians may be connected with a peer 24 hours a day/7 days a week. In addition to offering a trained, empathetic ear, peer supporters may provide information on specific resources that can offer further support, provide positive coping skills, or connect physicians to professionals for more focused assistance when needed. Cayla Lauder serves as the program coordinator for this program and can be reached at clauder@mssny.org.

MSSNY Emergency Preparedness and Disaster and Terrorism Response Committee

This committee has been actively involved in helping to educate hundreds of physicians and other healthcare providers throughout the course of the pandemic. Since January 2020, 12 out of the 15 webinars MSSNY has done have been on the COVID-19 pandemic. Additionally, each of the webinars have been posted to the MSSNY CME (<https://cme.mssny.org/>) for viewing by all physicians. The next Medical Matters will be held on April 21, 2021 **COVID-19 & Mental Health of Children and Teens** at 7:30 a.m. and physicians may register at: https://mssny.zoom.us/webinar/register/WN_G5bpAQoNTJWL8F0mKQjJqA

MSSNY has also developed several "podcasts" related to the pandemic and the most recent ones have been on the importance of being immunized with the COVID-19 vaccine and how to speak to your patient who is hesitant to get vaccines. Dr. Bonnie Litivack, Dr. Joseph Sellers and Dr. William Valenti have participated in the development of these podcasts. MSSNY Podcasts can be listened at Apple podcasts, Google Podcasts, iHeart Radio, and Spotify. To listen the **A Discussion of Covid 19 Vaccine**, please go to: https://www.buzzsprout.com/51522/8211641-a-discussion-on-covid-vaccine-for-patients.mp3?blob_id=37154682&download=true **How to Talk to Patients About Vaccine Hesitancy** includes a discussion on the history of vaccine hesitancy and offers sage advice from Dr. William Valenti to listeners on talking to vaccine hesitant patients. Listen to this podcast by clicking [here](#). MSSNY has 100 podcasts available and over 7500 downloads. Click here to select from all 100 of MSSNY's podcasts: <https://www.buzzsprout.com/51522> Melissa Hoffman, MSSNY Public Health Associate, is responsible for the webinars and podcasts and can be reached at mhoffman@mssny.org.

Veterans Matters Program

MSSNY continues its efforts to education physician regarding the needs of veterans through its Veterans Matters program. We started 2020, with live seminars and through January-February had one live seminar a week, before COVID-19 prevented us from conducting live seminars. In all, MSSNY conducted nine seminars in 2019-2020. During the pandemic, we pivoted to recording podcasts and hosting live webinars. We recorded four podcasts on topics such as PTSD in Returning Veterans, TBI in Returning Veterans, Suicide in Veterans and Substance Use Disorders in Veterans and received over 180 downloads from listeners. MSSNY also hosted the Veterans Mental Health Training Initiative (VMHTI) as a live webinar, in lieu of a live conference, collaborating with the New York State Psychiatric Association and the National Association of Social Workers (NYS Chapter). We had over 120 attendees and were joined by leaders of each organization and various legislators for the event. To date, MSSNY has hosted four webinars two more webinars in the coming month. The next webinar is entitled, **Military Culture: Everything Physicians Need to Know about Veterans as Patients** on Thursday, April 22, 2021 at 7:30 a.m. Physicians may register for this webinar at: https://mssny.zoom.us/webinar/register/WN_XQ-RHhx1QJ6cB_t2VJ8mbw

As the year unfolds, MSSNY will be returning to its live seminar format and any county medical society or institution that may be interested in hold a live seminar are encouraged to contact Jangmu Sherpa, Program Coordinator at jsherpa@mssny.org.