

8th District MSSNY Council Report

1. **New Non-Dues Revenue Initiative:** Key Bank Sponsorship of the Medical Society of Erie County: Key Bank is entering into a one-year contract with the Medical Society to provide mortgage and banking discounts exclusive to Med Society members and will be paying Erie County \$17,500 for a one year service agreement.
2. **Launching Physician Mentorship:** The Medical Society of Erie County is leveraging its Private Practice Committee to identify private practices receptive to hosting Residents/Med Students through UB Medical School. The Medical Society plans to launch the Physician Mentorship program for the fall school year by aligning seasoned professionals with Medical Students and Residents.
3. **Golf Outing:** Due to a rain-out cancellation, the Medical Society of Erie County's golf outing is being rescheduled for October 10, 2022 at the Lancaster Country Club.
4. **Meeting with CMOs of Regional Insurers to Streamline Care:** Dr. Anthony Billittier, CMO of Independent Health, has asked for an insurer forum to be facilitated by the Medical Society to review clinical practices/select procedures in efforts to streamline care and outcomes regionally.
5. **New Spectrum Commercial Seeking New Members:** The Medical Society of Erie County has launched its second commercial through Spectrum Reach encouraging regional physicians to join the Medical Society. The commercial airs on the local Spectrum news channel, MSNBC, CNN, Fox News, HGTV, and the Food Network.
6. **New Members:** 204 new Erie County members since July 1, 2021; 58 paying members and the rest are from UB School of Medicine.