

# MediGRAM

## Manning sworn in as Society President; theme is quality

By Steve Busalacchi

Bradley L. Manning, MD, of Madison, was elected the 153rd president of the Wisconsin Medical Society April 7 during the Society's Annual Meeting at Madison's Monona Terrace. His inauguration was so well attended that extra rows of chairs had to be set up.

Doctor Manning, a plastic surgeon, will focus on health care quality issues during his presidential year because he says there's potential for significant improvement, especially with the advent of electronic medical records.

"By studying patient data across providers and over time, we, as physicians, could begin to see the foundation for a more complete, accurate and timely picture of our patients' care," said Dr. Manning in his inaugural speech. "We could see more of our patients' state of health and better organize a more timely and comprehensive

plan for treating them. We could compare the treatment of multiple patients by multiple physicians. The electronic record offered us a way to put the patient pieces together."

Doctor Manning sees his presidency as an opportunity to reinvigorate the medical community's dedication to improving the quality of care provided.

"I am here to help us look at what we do every day and help us to find more effective ways to approach patient care."

Doctor Manning served on the Society's Board of Directors from 1995-2004, and was treasurer from 1995-2003.



Bradley L. Manning, MD, is sworn in as the Society's 153rd President.

## Society membership tops 11,000

For the first time in its 165-year history, Wisconsin Medical Society membership has exceeded 11,000 members—a milestone that provides further proof that Wisconsin physicians realize the value of banding together to shape the future of medicine. Without a strong, unified physician voice, others without health care expertise will increasingly dictate how the health care system evolves.

"The Society's relevance and strength continue to grow as a direct result of our increased membership," said David Hoffmann, MD, Chair of the Society's Membership Committee.

## Society elects new leaders at Annual Meeting

### Officers

Clarence Chou, MD, of Mequon, President-Elect, 2006-2007

George Lange, MD, of River Hills, Treasurer, 2006-2007

Alan Schwartzstein, MD, of Madison, Vice Speaker of the House of Delegates, 2007-2008

### AMA Delegates

Clarence Chou, MD, of Mequon, 2007-2008

Kevin Flaherty, MD, of Wausau, 2007-2008

Robert Jaeger, MD, of Stevens Point, 2007 and 2008

### AMA Alternate Delegates

Mahendr Kochar, MD, of Brookfield, 2007-2008

George Lange, MD, of River Hills, 2006-2007

Tosha Wetterneck, MD, of Madison, 2006-2007

### Newly appointed Board members

Andrew J. Braun, MD, of Stevens Point\*

Bruce M. Neal, MD, of Green Bay\*

Robert J. Vickrey, MD, of Madison (Resident/Fellow Section)†

Robert N. Beyer of Milwaukee (Medical College of Wisconsin student)†

R. Eric Minnihan of Madison (University of Wisconsin student)†

### Reappointed Board members

Edith A. McFadden, MD, of Milwaukee\*

David C. Olson, MD, of Brookfield\*

Jay A. Gold, MD, of Madison\*

Susan Kinast-Porter, MD, of Monroe\*

Robert A. McDonald, MD, of Madison\*

Kurt Wilhelm, II, MD, of Madison\*

Kevin A. Jessen, MD, of Fond du Lac\*

Kenneth B. Simons, MD, of Milwaukee (Medical School Section)†

\* 3-year term

† 1-year term

## 2006 Society award winners

**Directors Award:** Phillip Farrell, MD

**Past Presidents Award:** Mark Belknap, MD

**Physician Citizen of the Year:** Jeffrey Menn, MD

**Presidential Citation:** Paul Wertsch, MD

**Health Leadership:** State Representative Curt Gielow and State Senator Scott Fitzgerald

**Media Issues Reporting:** Jennifer Schmidt, *Eau Claire Leader Telegram*, and Greg Stensland, *WFDL Fond du Lac*

**Houghton Award:** Amy Liepert, Medical College of Wisconsin and Kendra Hain, University of Wisconsin School of Medicine and Public Health

**Presidential Scholar:** John Vasudevan, University of Wisconsin School of Medicine and Public Health

## Upcoming events

**Foundation Finance and Board Meetings:** May 24, 1:30-5 p.m. Contact Eileen Wilson at 608.442.3722 or eileenw@wismed.org.

**Finance Committee:** July 14, 10 a.m.-noon. Contact Noreen Krueger at 608.442.3904 or noreenk@wismed.org.

**Executive Committee:** July 14, noon-2 p.m. Contact Linette Colón Herron at 608.442.3704 or linettec@wismed.org.

**Executive Committee:** July 14, 2-4 p.m. Contact Linette Colón Herron at 608.442.3704 or linettec@wismed.org.

**Board of Directors:** July 15, 8 a.m.-noon. Contact Linette Colón Herron at 608.442.3704 or linettec@wismed.org.



**Wisconsin Medical Society**

Your Doctor. Your Health.

www.wisconsinmedicalsociety.org

## Ryan Roast draws record crowd

By Steve Busalacchi

The noise coming out of Monona Terrace April 6 almost rivaled that of a Badger game at the Kohl Center. The crowd of 560 laughed heartily throughout the sold out 2006 Wisconsin Medical Society Foundation Roast of Badgers men's basketball coach Bo Ryan as his friends, players and colleagues put Ryan on defense.

It was the Foundation's fifth consecutive roast, raising a record net profit of \$95,000. A significant portion of the money will fund grants for individuals and organizations that offer innovative ways to promote healthy living. The event also will help provide scholarships for students pursuing medical and allied health care careers.



*Governor Jim Doyle puts Bo Ryan in the hot seat at the 2006 Foundation Roast.*

Governor Jim Doyle, former players, coaches and his own wife, Kelly, all had fun needling Coach Ryan, especially about his early fashion choices (same sport coat, white shirt, shoes with one tassel missing), his car (red Ford escort wagon, white interior) and his "domestic skills" or lack thereof.

Ryan said he was happy to withstand the jabs, knowing it was to support the health care profession that is so crucial to athletics. "You're always there for us and you try to make life easier for us," he said.

The roast was such a hit that the Society's House of Delegates unanimously passed a resolution commending Foundation Director Renee Reback and staff Angie Tyler, Eileen Wilson and Justina Tarmizi-Arifin for their efforts.

## New cap now in effect

Wisconsin again has a cap on noneconomic damages in medical liability cases. The \$750,000 limit went into effect April 6, after Governor Doyle signed AB 1073 into law March 22.

State Senators Scott Fitzgerald (R-Juneau) and Robert Jauch (D-Poplar) were key players in building bipartisan support for the bill. Assembly co-authors Representatives Curt Gielow (R-Mequon) and Sheldon Wasserman, MD (D-Milwaukee), remained vigilant in making sure their colleagues understood the urgency of this issue.

Society EVP/CEO, Susan Turney, MD, is optimistic, but cautiously so. "Of states that have this kind of cap, Wisconsin's figure is one of the highest; we'll continue to pay very close attention to how the new cap affects our medical liability environment."

## Society PAC goal: 1000 members

Physicians, Society staff and others contributed more than \$13,000 to the Society's Political Action Committee (WISMedPAC) and conduit (WISMedDIRECT) during the Annual Meeting April 7-8, during which WISMedPAC Board Chair Sri Vasudevan, MD, announced a goal of 1000 PAC members by the next annual meeting. While this is a lofty goal (current membership is less than half that amount), it is also very important—without increased political involvement, physicians could be portrayed as disinterested in policymakers' decisions.

If you are already a member of the Society's PAC, it's important to keep up-to-date on the latest fundraisers and political activities. If you aren't yet a member, please join today. Contact Joyce Hart at 608.442.3765 for more information.

# Wisconsin Medical Journal

The mission of the *Wisconsin Medical Journal* is to provide a vehicle for professional communication and continuing education of Wisconsin physicians.

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