

MediGRAM

Former Governor Thompson to receive bipartisan roast

Tommy Thompson, recently resigned US Secretary of Health and Human Services, will take center stage at the Wisconsin Medical Society Foundation's 2005 Celebrity Charity Roast and Silent Auction. The event, scheduled for Thursday, April 14, 2005, will be held at the Monona Terrace Convention Center, Madison.



"Secretary Thompson has been a national advocate and role model for modifying behavior to improve health," said Foundation President Sandra Osborn, MD. "We're pleased to honor him in this way."

Former US Representative Scott Klug will keep roasters to their time limits as emcee of the event. The bipartisan dais includes former Wisconsin Governor Anthony Earl, Doctors Timothy Flaherty and Philip Farrell, along with Eugene Nordby and Michael Bolger.

"This is a major fundraising event for the Foundation with the goal of raising \$175,000," said Renée Reback, the Foundation's Executive Director. "WPS Health Insurance has already stepped up to

be our Presenting Sponsor. We are seeking additional sponsors, silent auction donors, and individuals to purchase event tickets and car raffle tickets to help us meet this goal," added Reback.

A significant portion of the proceeds from this event will be used to award grants to individuals and organizations with innovative programs to

promote healthy lifestyles based on medical research and incorporating principles of public health.

The 2005 event will not only kick off the Society's 2005 Annual Meeting, but will also be one of the key events held during the Foundation's anniversary year as it celebrates 50 years of working with physicians to promote better health in Wisconsin.

"This is a great opportunity to encourage contributions to our Foundation and to increase the visibility of our efforts to advance the health of the people of Wisconsin," said Susan Turney, MD, CEO/EVP of the Wisconsin Medical Society.

If you would like to volunteer or receive an invitation to the Roast, contact Angie Tyler at 608.442.3721 or by e-mail at angiet@wismed.org.

Milwaukee County Society earns national honor

By Steve Busalacchi

The Medical Society of Milwaukee County has received the prestigious Cheers Award for its efforts to reduce medication errors. The Institute for Safe Medication Practices (ISMP), which sponsors the annual national award, honors individuals, organizations, and companies that have set a superlative standard of excellence in the prevention of medication errors and adverse drug events.

"We were able to demonstrate how

physicians and other health care providers in a noncompetitive environment can make significant changes in patient safety," said David C. Olson, MD, president of the Medical Society of Milwaukee County.

The MSMC founded the Milwaukee Patient Safety Collaborative with numerous hospitals, clinics, and pharmacies. Among their efforts, they agreed on and promoted abbreviation changes that significantly reduced prescription errors.

Pamphlets available for free/discounted medicine

Free brochures that explain how low income patients can get free or nearly free medicine are now available for physician offices across Wisconsin. More than 30 Wisconsin health and civic organizations, including the Wisconsin Medical Society, are helping publicize a program by America's pharmaceutical companies called The Partnership for Prescription Assistance.

The PPA will send brochures and posters directly to your office upon request. Spanish language brochures are also available. Contact Bruce Pfaff at 608.283.2587 or e-mail bapfaf@pasiinc.com. The PPA's toll-free number (888-4PPA NOW, or 888.477.2669) and Web site (www.pparx.org) give patients and doctors easy access to more than 1200 free or discounted prescription medicines offered through 275 public and private patient assistance programs, including more than 150 provided by pharmaceutical companies.

Upcoming Events

Wisconsin Medical Society Council Meetings, Society Headquarters, Madison. Contact Merry Earll at 866.442.3800 ext 3766 or e-mail merrye@wismed.org.

- **Health of the Public:** Jan 6, 1 p.m.
- **Health Care Access and Financing:** Jan 12, 11 a.m.
- **Ethics and Judicial Affairs:** Jan 14, 10 a.m.
- **Legislation:** Feb 4, 11:30 a.m.
- **Obesity Task Force:** Jan 5, Feb 2, March 3; Noon teleconference

• • •

Wisconsin Medical Society Foundation Grant Application Deadline: January 15, 2005. Contact Renee Reback at 608.442.3720 or by e-mail at renee@wismed.org.

• • •

Disorders of the Estate Plan: Jan 25, 4:30 p.m., 1000 N Water St, 21st Floor, Milwaukee. Co-sponsored by Wisconsin Medical Society Insurance and Financial Services and Reinhart Boerner Van Deuren s.c., this seminar will address estate planning techniques valuable for physicians, latest developments in state and federal laws, the 10 biggest weak spots in retirement plans, and how to respond to IRS and Department of Labor threats. Registration fee: \$20. Contact Courtney O'Herrin, 414.298.1000 or e-mail coherrin@reinhartlaw.com.

• • •

Deadline for Resolutions to be included in House of Delegates handbook: Feb 17. Contact Linette Colón Herron at 866.442.3800 ext. 3704 or e-mail linettec@wismed.org.

• • •

Wisconsin Medical Society Executive Committee, Feb 18, Noon-2:30 p.m. Contact Linette Colón Herron at 866.442.3800 ext. 3704 or e-mail linettec@wismed.org.

Membership Committee, Feb 18, 2:30-3:30 p.m. Contact Kris Hebel at 866.442.3800 ext. 3712 or e-mail krish@wismed.org.

Board of Directors, Feb 19, 8 a.m. Contact Linette Colón Herron at 866.442.3800 ext. 3704 or e-mail linettec@wismed.org.



Wisconsin Medical Society
Your Doctor. Your Health.

www.wisconsinmedicalsociety.org

Society encourages end-of-life planning

By Steve Busalacchi

The goal is a lofty one, but Kay Heggstad, MD, would like every adult in Wisconsin to complete a Power of Attorney for Health Care form. Currently, only about 15 percent of us have done so.

Doctor Heggstad, a hospice care specialist, spoke at a November 11 Capitol news conference with Attorney General Peg Lautenschlager and representatives from the Wisconsin Bar Association, the Wisconsin Hospital Association, and Gundersen Lutheran Medical Center. All of the organizations teamed up to remind the public how essential it is to have discussed end of life issues with family members and complete the appropriate forms, assigning a trusted person with the authority to make your health care decisions.

"Do you want to go to court, spend a couple of grand for a guardian, who will then make decisions and doesn't know anything about you at all?" asked Dr. Heggstad, who said about half of us will die after a period where we're unable to make decisions.

Free copies of the Power of Attorney for Health Care form may be downloaded from the links section of wisconsinmedicalsociety.org.

Members sought for councils and reference committees

The Board of Directors makes new appointments to the Wisconsin Medical Society councils at the time of the Annual Meeting each year. Council members are appointed to three-year terms. At the end of each three-year term, council members have the option of continuing, for a total of nine years.

Society members interested in being appointed to a council or getting background information on councils may contact Merry Earll, 866.442.3800 ext. 3766, or e-mail merrye@wismed.org.

• • •

Kevin T. Flaherty, MD, Speaker, and Alan I. Schwartzstein, MD, Vice Speaker, are calling for volunteers from members of the House of Delegates to serve on the House of Delegates Reference Committees. The 2005 Society Annual Meeting is scheduled for April 15-16 in Madison, and there will most likely be three reference committees: Scientific Activities/Socioeconomic Activities, Organization and Finances, and State and National Issues. In addition, three physicians are appointed to the Credentials Committee.

If you are interested in being considered for appointment to a committee, please contact Merry Earll at 866.442.3800, ext. 3766 or e-mail merrye@wismed.org **no later than February 4, 2005.**

Wisconsin Medical Journal

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

The *Wisconsin Medical Journal* (ISSN 1098-1861) is the official publication of the Wisconsin Medical Society and is devoted to the interests of the medical profession and health care in Wisconsin. The managing editor is responsible for overseeing the production, business operation and contents of *Wisconsin Medical Journal*. The editorial board, chaired by the medical editor, solicits and peer reviews all scientific articles; it does not screen public health, socioeconomic or organizational articles. Although letters to the editor are reviewed by the medical editor, all signed expressions of opinion belong to the author(s) for which neither the *Wisconsin Medical Journal* nor the Society take responsibility. The *Wisconsin Medical Journal* is indexed in Index Medicus, Hospital Literature Index and Cambridge Scientific Abstracts.

For reprints of this article, contact the *Wisconsin Medical Journal* at 866.442.3800 or e-mail wmj@wismed.org.

© 2004 Wisconsin Medical Society