



Monday Alliance Memo

November 6, 2006

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Upcoming Dates

February 7
ISMA/ISMA-A Medicine Day &
ISMA-A Board Meeting
Indianapolis

February 12-14
AMA-A Leadership
Development Conference
in conjunction with AMA
National Advocacy
Conference
Washington, D.C.

Contact Us

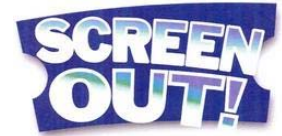
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This month, focus on an anti-smoking initiative

November marks the national "Great American Smokeout" month. For over 25 years, the American Cancer Society's "Great American Smokeout" has been a national event designated toward challenging people to quit using tobacco and offering effective ways to help them break the habit.



In collaboration with "Great American Smokeout," the AMA Alliance has recently partnered with the American Medical Association, American Heart Association, and the American Legacy Foundation to launch "Screen Out!", a national effort aimed at eliminating smoking in movies marketed toward kids.

"The AMA Alliance believes that 'Screen Out!' hits a central interest of the nation's medical families for the health of all families and their children," AMA Alliance President Nita Maddox stated.

Read more about "Screen Out!" and how to get your community involved.

Download the 120,000 lives video, a nine-minute video highlighting the case against smoking in movies and the solution, on YouTube.

Read more about the American Cancer Society's Great American Smokeout.

ISMA, Statehouse need physician volunteers

State legislators impact your practice and your patients. How much do you know about the work they do?

If you've never visited the Statehouse during a General Assembly session, make 2007 the year it happens. Step up to be a Physician of the Day during next year's legislative session and see the state capitol from the inside out!

The Physician of the Day delivers primary care services, as may be needed, to lawmakers and their staffs who often are a long way from their homes and personal physicians. To volunteer, you must be comfortable with basic CPR and supervision of advanced CPR.

The ISMA needs physicians to participate in January and March 2007. To learn more, call Sally Pierson at 317-261-2060 or 800-257-4762.

Legislative Updates

Join us for Medicine Day 2007

Maybe you've heard others talk about attending Medicine Day, and maybe you've thought, "I'm just not that into politics."

But pressures facing physicians and health care today make lawmaking and public policy everyone's concern. You can make an important contribution to your own future and the future your spouse's practice by clearing your calendar and coming to Indianapolis for Medicine Day at the Statehouse, Wednesday, Feb. 7.

You'll hear a legislative briefing at breakfast; hear updates about state and national issues and have a noon lunch with physicians and lawmakers from around the state.

The ISMA Alliance board meeting will follow after lunch.

Make a reservation by contacting Sally Pierson at the ISMA: 317-261-2060, 800-257-4762 or spierson@ismanet.org.

Don't put it off! Clear your calendar and make your reservation today.

LDC Goes to Washington

Leadership Development Conference will be held February 12-14 in conjunction with the National Advocacy Conference at the J.W. Marriott Hotel in Washington, D.C. If you are interested in attending, contact President-elect Jeanne Darroca or Alliance Liaison Jill Bruce.

Become a Key Contact for Medicine

Promoting good public health policy and preventing bad policy from becoming law remains a high priority for the ISMA, particularly since some specialty societies have no regular presence at the Statehouse.



Yet, the advocacy mission cannot rest on a few staff members. Legislators need and want to hear from YOU.

The ISMA's revitalized Key Contact program can provide all the tools you need to add your support, making physicians heard among federal and state legislators. Now partnered with voterVOICE, an Internet-based technology tool, the Key Contact program is a grassroots effort to help you follow changes in health care law and contact lawmakers with your insights. VoterVOICE will assist ISMA staff with tracking and organizing critical campaigns.

To get started before the 2007 session begins, click [here](#) to become a Key Contact member; you may also call Sally Pierson at the ISMA, 317-261-2060 or 800-257-4762.

AMA Alliance News & Updates

New Alliance Web site-Leadership Login

The new [AMA Alliance Web site](#) is up and running! Visit the site for contact information for Alliance leaders, information on Alliance history dating back to 1922, upcoming state and county health promotion projects and programs, and the latest Alliance resources and publications.

Access to the Leadership Login section on the new AMA Alliance Web site will be given to all national leaders, state and county presidents, and state and county presidents-elect who have their e-mail addresses on file at headquarters within the next two weeks.

National headquarters will be e-mailing each leader a login username and password in order to gain access to the Leadership Login section.

If you have questions, contact Kathlene Maughmer at kathlene.maughmer@ama-assn.org.

AMA Alliance Membership Toolkit

All state and county membership chairs should have received a short online survey, "Tell Us About Your Membership Toolkit," via e-mail on Wednesday, Nov. 1, 2006. The feedback received from this survey will enable us to continue our efforts to give you the information you need to build your Alliance. Please take a few minutes to let us know your thoughts.

Questions? Contact the AMA Alliance Member Services Team at amaa@ama-assn.org, or by phone at 312-464-4470.

Recipe

Potato Casserole (from Jolene Collins, ISMA Insurance)

2 pounds frozen hash browns (Southern style)
1/2 cup butter
1 teaspoon salt
1/4 teaspoon pepper
1 can cream of celery soup
2 cups grated Cheddar cheese
1 chopped onion (small)
1 cup sour cream

Mix all ingredients, pour in a 9"x13" baking dish and refrigerate overnight. The following day, preheat oven to 350 degrees. Bake 45 minutes to one hour. Half way through baking time, add topping (recipe below) and return to oven for remainder of time.

Topping: 2 cups crushed potato chips or corn flakes (chips are better) and 1/4 cup melted butter.