



Monday Alliance Memo

November 20, 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.

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Legislative Alert: A Call to Action

The Jan. 1, 2007 Medicare physician payment cuts are just around the corner, and this is your final chance to take action.

These cuts can be avoided if Congress passes new legislation in its lame duck session, which started on Nov. 13 and concludes right before the Thanksgiving holiday.

Many physicians are facing cuts of 10 to 15 percent due to the following policies: sustainable growth rate (SGR), expiring geographic adjustments, imaging cuts due to the Deficit Reduction Act of 2005, fee schedule adjustments based on the five-year review and changes in the practice expense methodology.

Contact your U.S. representative and U.S. senators before Tuesday, Nov. 21, and ask them to pass legislation in the lame duck session that provides a positive 2007 payment update to reflect increases in medical practice costs.

This is your final chance. Call Congress today at 800-833-6354, and join the family of medicine in its fight to preserve access to quality care for America's seniors!

Indiana Faux Paw News

From Jeanne Darroca, ISMA Alliance president-elect:

I did my first Faux Paw presentation in one of my local schools last week. It was to the teachers of K-2 and their principal. I did it with Detective Andy Byers (Indiana State Police, Crimes Against Children Unit). He is really fired up about this program. It was very well received by the group. Several teachers came over to talk to me afterward. The next night, I was out at a social function and someone asked me about it because their daughter is a teacher at that school. She came home talking about it!

If you would like more information about the Faux Paw Internet safety program or would like a presentation at your county Alliance meeting, contact Jill Bruce at jbruce@ismanet.org 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.

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

Fall 2006 Leadership Resources CD-ROM

All attendees of the Membership Development Conference (MDC), Oct. 14-17, 2006, and state presidents and staff executives who did not attend, will receive a copy of the "Fall 2006 State and County Alliance Leadership Resources for Member Service, Development and Growth, Volume 1, Number 2" CD-ROM in their mailboxes!

This information will also be available in the Leadership Login section of the [AMA Alliance Web site](#).

This CD-ROM, loaded with information and materials to last throughout the year, will be mailed prior to the Thanksgiving holiday.

The following are just some of the resources you can expect to find on the CD:

- The Alliance Advocacy Network flyer
- "Faces of the AMA Alliance" ad series
- Guidelines on how to raise funds for RPS/MSS Alliances
- A planning your year calendar
- A list of MDC registrants and speakers
- Handouts and materials from MDC sessions and roundtables
- All resources from the AMA Alliance Membership Marketing Toolkit
- The updated 2006-07 Leadership Directory

If you have questions about the CD-ROM, please contact the Chicago office at amaa@ama-assn.org; or by phone at 312-464-4470; or by fax at 312-464-5020.

Submit your resolutions

Don't forget to submit your resolutions before the holiday season!

All state Alliances must submit proposed amendments to AMA Alliance bylaws by **Jan. 1, 2007** in order to be included in the committee recommendations to the House of Delegates in June 2007.

Send all resolutions to national headquarters in Chicago at amaa@ama-assn.org; or by fax to 312-464-5020; or by mail to 515 N. State St., Chicago, IL 60610. If you have questions, contact the Chicago office at 312-464-4470.

Recipe

Brie En Croute from Paula Deen

(We just ate this at our Thanksgiving pitch-in here at the ISMA. It was awesome! Thanks to Mallory Harte, ISMA Web Editor, for sharing.)

1 sheet frozen puff pastry, pre-packaged or refrigerated crescent rolls
I've used both and with the croissant rolls, you don't have to use the kitchen twine mentioned later, but you do have to pinch it together.

1 tablespoon unsalted butter

1/2 cup walnuts

1/8 teaspoon ground cinnamon

1 (8-ounce) wheel of Brie

1/4 cup brown sugar

1 egg, beaten

Crackers, for serving

Preheat oven to 375 degrees F.

Defrost puff pastry for approximately 15 to 20 minutes and unfold. In a saucepan, melt the butter over medium heat. Sauté the walnuts in the butter until golden brown, approximately 5 minutes. Add the cinnamon and stir until walnuts are coated well. Place the walnut mixture on top of the Brie and sprinkle the brown sugar over the mixture. Lay the puff pastry out on a flat surface. Place the brie in the center of the pastry. Gather up the edges of the brie, pressing around the brie and gather at the top. Gently squeeze together the excess dough and tie together with a piece of kitchen twine. Brush the beaten egg over top and side of Brie. Place Brie on a cookie sheet and bake for 20 minutes until pastry is golden brown (if you use croissant rolls, it may not take as long, so keep an eye on it). Serve with crackers (or try apples!). To give a special look, cut extra pastry into heart or flower shapes and bake until golden.