



Dear Physician:

Please accept my wholehearted thanks for your continued support of the Monroe County Medical Society, especially during the challenging economic times we all faced in 2009. The uncertain economic outlook forced businesses, including medical practices, to take a hard look at the return on investment for everything they were doing. And as a result, we are all doing more with less.

MCMS responded by not increasing member dues. In fact, MCMS has not increased member dues during the 11 years of my tenure. I want you to know that I appreciate your confidence in MCMS, and I want you to see the value in belonging to the MCMS. As I look back, I believe the services we provided - as well as the issues we advocated for - are helping Rochester area physicians weather a rough healthcare climate.

This year, to name a few of our efforts, MCMS:

- made over 26,000 patient referrals to primary and specialty offices;
- responded to 124 media requests;
- assisted 236 physicians with EMR adoption;
- provided timely information to over 69,000 individuals through the MCMS website and Twitter;
- made sure the Rochester healthcare reform opinion was heard;
- provided practice management education to 1112 physicians and office staff;
- worked with the Monroe County Department of Health to ensure seasonal and H1N1 flu vaccine administration to high risk patients;
- solved numerous billing problems for practices, including getting retrospective denials reversed;
- met regularly with Excellus and MVP to address health plan payment policy issues;
- assisted practice managers with personnel issues; and
- with the Finger Lakes Health Systems Agency, updated the physician workforce report.

Please accept my best wishes to all for a happy, healthy and prosperous 2010. Know that it remains my privilege to serve such a caring, compassionate and skilled physician community.

Sincerely,

Nancy J. Adams  
Executive Director, Monroe County Medical Society