



## SEVENTH DISTRICT BRANCH REPORT January 2005

Since the last meeting of the MSSNY Council, the Seventh District Branch has been involved in the following issues and activities:

- MCMS, in conjunction with the Monroe County Department of Public Health, directed the redistribution of over 40,000 doses of influenza vaccine to high risk patients.
- MCMS spoke with the media regarding flu vaccine administration, physician shortages, health insurance premium increase, 2005 healthcare trends, rheumatologist shortage.
- MCMS participated in the Monroe County Department of Public Health Point of Distribution (POD) Drill. PODs can be deployed should a bioterrorism event occur.
- MCMS continues to participate in the Demand Treatment!, Adult Immunization Coalition, the Community Transition Task Force, the Women's Health Partnership, READII (Racial and Ethnic Adult Disparities In Immunization), and Creating the Network: Moving from Challenges to Opportunities for our Youth, Patient Safety: Building a Safer Health System initiatives. MCMS also participates in the following Rochester Health Commission activities: Leapfrog, Leapfrog Physician Education Subcommittee, End of Life, Reducing Medical Errors and Patient Safety.
- The African American Healthcare Professionals Committee is examining ways to address healthcare disparities. In addition, the group is considering an initiative to increase the number of minority healthcare professionals.
- MCMS will conduct an educational seminar on February 2<sup>nd</sup> to assist physicians and their staff with myriad issues related to new consumer driven health plans.
- The Society continues to offer training and consulting services to MCMS and 7<sup>th</sup> District Branch members on such topics as front-desk technique, dealing with patient complaints and enhancing customer satisfaction in health care.

### **Upcoming MCMS Programs/Events**

1/19/05	MSSNY Smoking Cessation Program at Mario's Via Abruzzi
2/2/05	Consumer Driven Health Plans
2/9/05	The Employee Handbook, Kimberlee Frarey, Esq.
2/11/05	NYU/Indelta Leadership Program, St. John Fisher College
2/19/05	Hunt Hollow Ski MCMS Ski Day
3/9/05	Professional Misconduct, Thomas Prato, Esq
TBA	MSSNY HIV and Sexually Transmitted Disease Program
4/6/05	Ask the Carrier at Riverside Convention Center
4/27/05	MSSNY Bioterrorisim Program at Mario's Via Abruzzi
5/11/05	Practice Survival and the Deaf Patient-Carolyn Stern MD
6/8/05	The Electronic Office: Challenges and Opportunities